



# 2019 Conference & Exhibition

May 15-16, 2019 • The Brown Hotel

# COLLABORATION

A Portrait of Success.

## Exhibitor Registration Package

Registration Deadline: April 30, 2019

# You're Invited to Exhibit at KSLA's Conference & Exhibition

The Kentucky Senior Living Association (KSLA) invites you to exhibit at our annual Conference & Exhibition on Wednesday, May 15, 2019 at The Brown Hotel in Louisville, Kentucky.

This conference offers you several opportunities to network with senior living community owners, operators, executive directors and administrators. There will be two exhibitor receptions, as well as a cocktail reception at the end of our first day.

As an added benefit to exhibiting at our Conference, we'd love for you to attend all conference events on Wednesday, May 15 and Thursday, May 16. These 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.

## Who Attends KSLA's Conference?

One of the Kentucky Senior Living Association's initiatives is to connect senior living community staff members to industry professionals who have goods and services to offer them. From owner/operators to large corporations, from the executive level management team to front line caregivers, our Conference provides the opportunity for you to network with the decision-makers from these communities, educate them about your products and services, and show them how you can assist in their success by partnering with you.

## Conference Fees & Registration Deadline

Conference fees are payable in advance and include entry to the Conference and participation in all conference events for two exhibitors from your company. Each additional exhibitor from your company may exhibit **at our cost** of \$125 per person. **The registration deadline is April 30, 2019.**

### Conference Fees

KSLA **Members** (two exhibitors): **\$450**

Each additional exhibitor from your company: **\$125**

KSLA **Non-Members** (two exhibitors): **\$750**

Each additional exhibitor from your company: **\$125**

## How to Register

There are two ways to register for the 2019 KSLA Conference & Exhibition:

1. Visit our website, **[www.KentuckySeniorLiving.org](http://www.KentuckySeniorLiving.org)** and go to the "Events" page. Complete and submit the on-line Conference registration form. **New this year: On-Line Credit Card Payments for registration and other Conference-related fees!** KSLA will send you a receipt.

**Or**

2. Complete and send the last two pages of this brochure, with your payment, to KSLA at Kentucky Senior Living Association (KSLA), 133 Evergreen Road, Suite 212, Louisville, KY 40243. Or if you're paying by credit card, you may e-mail your registration and payment forms to [KSLA@KentuckySeniorLiving.org](mailto:KSLA@KentuckySeniorLiving.org) or fax them to 502.805.0589.



## Hotel Accommodations

KSLA has reserved a block of rooms at The Brown Hotel, 335 West Broadway, Louisville, Kentucky 40202. The Brown is a Louisville treasure, with unmatched service, old-world elegance, modern comfort, and southern charm.

KSLA has reserved a block of rooms at a preferred rate of \$142/night at The Brown Hotel. **Make your reservation by April 25, 2019 to qualify for this preferred rate and be sure to use code 051419kysla.** After April 25, the rate will increase to normal rates, which range from \$195-\$306/night.

To reserve your room, visit [www.KentuckySeniorLiving.org](http://www.KentuckySeniorLiving.org) and go to the Events page. Select the 2019 Conference & Exhibition and use the link that appears on that page to reserve your room. Or, you may call The Brown Hotel at 502.209.7346.



## Sponsorships

KSLA offers several sponsorship opportunities to all conference exhibitors. There are several levels of sponsorship for your consideration. Each Sponsor will be recognized in the conference binder, on signage throughout the hotel, and will be offered the opportunity to speak briefly (3-5 minutes) at the beginning of the event they're sponsoring. The Conference schedule is included in this packet.

### Premier Sponsor - \$3,000

Premier Sponsors will be offered the opportunity to speak briefly at the beginning of the Annual Business Session on Thursday, May 16.

### Luncheon Sponsor - \$1,500

Luncheon sponsors will be offered the opportunity to speak briefly at the beginning of the luncheon they are sponsoring. There are two luncheons scheduled for the Conference:

- ◆ Keynote Luncheon on Wednesday, May 15
- ◆ Awards Luncheon on Thursday, May 16

### General Session Sponsor - \$1,000

General Session Sponsors will be offered the opportunity to speak briefly at the beginning of the General Session they are sponsoring. There are two General Sessions scheduled for this Conference:

- ◆ CEO Roundtable on Wednesday, May 15
- ◆ DAIL & OIG Roundtable on Thursday, May 16

### Cocktail Reception Sponsors - \$1,000

Cocktail Reception Sponsors will be offered the opportunity to speak briefly at the beginning of the Cocktail Reception on Wednesday, May 15

### Education Session Sponsor - \$500

Education Session Sponsors will be offered the opportunity to speak briefly at the beginning of the Education Session they are sponsoring.

### Spotlight Sponsors - \$250

Spotlight Sponsors will be given the opportunity to speak briefly prior to the Exhibitor Receptions on Wednesday, May 15. There are six Spotlight Sponsorships available - first come, first served.

If you'd like to sponsor one of these events, please contact KSLA at 502.938.5102. Also, please indicate your sponsorship selection while registering for the Conference. Sponsors must be registered no later than April 30, 2019 to insure that you are given proper recognition in the Conference binder and on Conference signage.

**Thank you for your consideration!**

## Exhibitor Setup & Breakdown Information

Exhibitors are invited to exhibit on Wednesday, May 15. There will be no exhibits on Thursday, May 16. However, all of our exhibitors are invited and encouraged to attend all conference events on both days to take advantage of the educational and networking opportunities throughout the conference.

- ◆ Exhibitors may ship their exhibit materials to The Brown Hotel (335 West Bropadway, Louisville, KY 40202) in advance, if desired. Exhibitor materials should arrive at The Brown Hotel no sooner than May 14, 2019
- ◆ Each exhibitor will be provided an eight-foot skirted table, two chairs, and a waste paper basket
- ◆ Table locations will be assigned by KSLA upon receipt of the exhibitor's registration and fees
- ◆ Exhibitors may setup their displays any time after 7 p.m. on Tuesday, May 14, or between 7:30-9 a.m. on Wednesday, May 15
- ◆ Exhibitor displays are limited to their designated eight-foot table area
- ◆ Heavy or oversized displays should not be used. If you have questions, please contact KSLA at 502.938.5102 for clarification
- ◆ Exhibitors may break down their displays any time after 4 p.m. on Wednesday, May 15
- ◆ Giveaways and order taking is perfectly acceptable as long as they're done in your exhibit space. Advertising or distributing materials outside your exhibitor space is not allowed.

## How to Dress

Business casual is encouraged. For the comfort of all participants, you're strongly encouraged to bring a light jacket or sweater.

## Door Prizes & Grand Prizes

- ◆ **Exhibitors are encouraged to collect business cards from Conference participants and draw door prizes.** Exhibitors are asked to provide one door prize, valued at approximately \$25. Door prizes can be gift cards, gift baskets, or any item of the Exhibitor's choosing. At the conclusion of the second Exhibitor Reception on May 15, the door prize should be drawn from the business cards collected from Conference participants, and given to a member of the Conference Staff, along with the name of the winner. Door prizes will be distributed at the end of the General Session on Thursday, May 16.
- ◆ **KSLA will award a grand prize to one Conference participant at the end of the Conference.** In order to qualify for this grand prize, Conference participants are required to visit each exhibitor and request that you initial their "Exhibitor Signoff Form." **We encourage you to make this fun!** For example, prior to initialing a participant's form, ask them to answer a trivia question - about your company or something random; or ask them to give you a high five, spell a hard word, show you a pic of their dog, do their best impression; you could even ask them to take a selfie with you, whatever! You decide, because the purpose is to interact in a way that insures that they REMEMBER you and will be excited to hear from you after the Conference.

## Cancellation Policy, Liability and Agreement

- ◆ If a notice of cancellation is received in writing by May 1, 2019, a 50% refund of your registration fees will be provided if your exhibit space can be filled by another exhibitor.
- ◆ No refunds will be made for cancellations received after May 8, 2019.
- ◆ 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 The Brown Hotel 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.



# Conference Schedule

## Wednesday, May 15, 2019

- 7:30-9 a.m. Exhibitor Setup**  
Crystal Ballroom & Adjacent Areas  
*Exhibitors may also setup anytime after 7 p.m. on Tuesday, May 14, 2019*
- 8-9 a.m. Conference Registration**  
Crystal Ballroom
- 9:05-10:20 a.m. Education Sessions**
- 10:25-10:35 a.m. Spotlight Speakers**  
Crystal Ballroom
- 10:35-Noon Exhibitor Reception**  
**Crystal Ballroom**  
*Participants will bring their calling cards. Exhibitors should collect their cards and use them to draw for a door prize. Also, participants will ask exhibitors to initial their "Conference Exhibitors" page in order to qualify for a grand prize drawing. Door prizes and Grand Prize will be distributed at the conclusion of the Conference on Thursday afternoon.*
- 12-1:30 p.m. Keynote Luncheon with Jennifer L. FitzPatrick, MSW, LCSW-C, Jenerations Health Founder**  
Crystal Ballroom
- 1:30-2:45 p.m. General Session: CEO Roundtable**  
Crystal Ballroom
- 2:45-3 p.m. Spotlight Speakers**  
Crystal Ballroom
- 3-4 p.m. Exhibitor Reception**  
Crystal Ballroom & Adjacent Areas  
*Participants will bring their calling cards. Exhibitors should collect their cards and use them to draw for a door prize. Also, participants will ask exhibitors to initial their "Conference Exhibitors" page in order to qualify for a grand prize drawing. Door prizes and Grand Prize will be distributed at the conclusion of the Conference on Thursday afternoon.*
- 4:05-5:20 p.m. Education Sessions**
- 5:20-7:15 p.m. Cocktail Reception with Heavy Hors D'Oeuvres**  
The Brown Hotel Garden Terrace - 16th Floor  
*Join us to network and socialize with KSLA Provider Members and other Exhibitors*

## Thursday, May 16, 2018

- 9-10:15 a.m. Education Sessions**
- 10:15-10:30 a.m. Break**
- 10:30-11:30 a.m. Annual Business Session**  
Crystal Ballroom  
*Closed meeting for delegates from each Senior Living community.*
- 11:30-1 p.m. 2019 Awards Luncheon**  
Crystal Ballroom  
*Always a highlight of the conference! The best of the industry will be recognized during this luncheon.*
- 1:05-2:20 p.m. Education Sessions**
- 2:20-2:30 p.m. Break**
- 2:30-4:30 General Session: DAIL & OIG**  
Crystal Ballroom



## 2019 Conference & Exhibition Exhibitor Registration Form

*Please complete and return this registration form, with your payment, to confirm your participation*

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

List of products and services to be displayed: \_\_\_\_\_

**Your Company Representatives** *(please provide the following information for each person who will exhibit)*

Name	Title	Phone	E-mail	Dietary Restrictions	Fees
#1					\$450
#2					included
#3					+ \$125
#4					+ \$125
Total Registration Fees					

### Exhibitor Fees - Registration Deadline April 30, 2019

- ☐ KSLA Member Registration Fee: \$450 *(for up to 2 people)*
- ☐ KSLA Non Member Registration Fee: \$750 *(for up to 2 people)*
- ☐ Each Additional Exhibitor Fee: \$125 *(KSLA cost)*

### Sponsorship Fees

- ☐ Premier Sponsor \$3,000
- ☐ Luncheon Sponsor \$1,500
- ☐ General Session Sponsor \$1,000
- ☐ Cocktail Reception Sponsor \$1,000
- ☐ Education Session Sponsor \$500
- ☐ Spotlight Sponsor \$250

**Don't Forget to Bring  
Your \$25 Door Prize!**

#### Total Owed to KSLA

Registration Fees \$ \_\_\_\_\_  
+ Sponsorships \$ \_\_\_\_\_  
= Total Due \$ \_\_\_\_\_



## 2019 Conference & Exhibition Exhibitor Payment Form

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

### Select Payment Method:

☐ Visa      ☐ Master Card      ☐ AmX      ☐ Discover      ☐ Check

Total Due to KSLA (from previous page): \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 Digit Code on Back of Card: \_\_\_\_\_

Name on Credit Card (if different from above): \_\_\_\_\_

Credit Card Billing Address (if different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Return completed *Exhibitor Payment Forms*:

**By mail** to Kentucky Senior Living Association  
133 Evergreen Road, Suite 212  
Louisville, KY 40243

**By Fax:** 502.805.0589

**By Email:** [KSLA@KentuckySeniorLiving.org](mailto:KSLA@KentuckySeniorLiving.org)