

# Exhibitor Prospectus

## 2012 AJAS Annual Conference

### One-Day Exhibitor Showcase Monday, March 19, 2011

PGA National Resort, Palm Beach Gardens Florida  
Conference Dates: March 18-21

#### Why You Should Exhibit

Each year at the Association of Jewish Aging Services (AJAS) Annual Conference, executive-level management, staff and board members from senior living facilities across North America gather to enjoy educational sessions and networking opportunities. The conference tracks are geared toward CEOs, administrators, CFOs, lay leaders, development and marketing directors. The AJAS Exhibitors Showcase is an integral part of the conference and is your opportunity, as a provider of services and products, to introduce your company to AJAS members or further cultivate existing partnerships.

This year we have enhanced the exhibitor benefits by adding several events which exhibitors are encouraged to attend. Through feedback from previous exhibitors, AJAS has learned that the benefits of attending a smaller show such as ours are the interactions with members outside of the exhibit hall hours. So while the showcase hours are still a great place to meet members, we strongly encourage exhibitors to attend Sunday night's reception and night-cap as well as Monday's member site visit.

#### The AJAS Exhibitors Showcase affords your organization the opportunity to:

- Present your company's products and services to over 200 leaders with decision-making power within the long-term care and aging services market
- Develop new sales leads or further existing partnerships
- Create brand awareness and enhance your company's image

#### Exhibitor Benefits

- Two one-day conference registrations (Sunday evening-Monday)
- Breakfast and lunch on day of show
- Transportation to member site visit
- Company logo and description in conference on-site brochure
- Listing on AJAS website
- Recognition in conference marketing materials
- Advertising opportunities in on-site brochure
- Special invitation to events listed in the schedule
- Discounted overnight room rate at host hotel
- Registration discount for additional staff
- National Association of Long Term Care Administrator Boards (NAB) CEUs available

### Schedule for Exhibitors and Attendees\*

#### Sunday, March 18

2:00 pm - 5:00 pm  
Exhibit Hall Move-in

6:00 pm - 7:00 pm  
Opening Cocktail  
Reception

Late Evening  
Night-cap in AJAS Board  
Chair's Suite

#### Monday, March 19

8:00 am - 10:00 am  
Final booth touch ups

8:00 am - 10:00 am  
Breakfast and opening  
keynote session

10:00 am - 1:00 pm  
Exhibit hall open (lunch for  
attendees served in hall)

1:00 pm - 4:00 pm  
Move-out

2:00 pm - 6:00 pm  
Site visit to local AJAS  
member facility, MorseLife,  
including tour, sessions,  
and reception

\* timing subject to change

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### Rate and Space

Each booth costs \$2000.00 and includes booth space, two complimentary one-day conference registrations (Sunday evening-Monday), promotion in AJAS pre-conference materials and on-site program, breakfast and lunch on the day of show and transportation to the member site visit.

Applications received by October 24th, 2011 will get a \$200 discount off the booth fee. A deposit of \$500.00 is due with application. Full payment must be received by January 31, 2012. Fees may be paid via check to the Association of Jewish Aging Services or major credit card via PayPal (a 3% processing fee will be added- see application on last page to request this option).

Space offered is an 8'x10' booth with draped back and side rails, 6' table, 2 chairs, wastebasket and a one line ID sign.

### Booth Assignment

Once the application and deposit have been received, AJAS staff will assign booths on a first come, first served basis with priority given to annual sponsors (see page 3 for sponsorship opportunities). When possible vendors will be given the opportunity to request their preferred space. Those who have not paid in full by January 31, 2012 may have their space reassigned.

### Cancellation Policy and Failure to Pay

All cancellations must be made in writing. A \$250.00 processing fee will be applied. After January 31, 2012, no refunds will be made. Failure to remit the balance of space rental by the date specified on the application form constitutes cancellation of contract and the space will be subject to resale without refund of deposit.

### Exhibit Services Company/Shipping Information

Information regarding booth add-ons, orders and shipping information will be emailed to the primary contact person 60 days prior to the showcase.

Materials shipped to the PGA National Resort will be charged to the exhibiting company via the exhibit services company. An additional labor charge may be assessed if the hotel's assistance is required in unloading vehicles and/or moving items to storage areas. The exhibit services company must be advised if there are any items weighing over 100 lbs that will be displayed during the showcase so they can inform the hotel.

### Terms & Conditions

Application for exhibit space at the 2012 AJAS Exhibitors Showcase indicates the applicant's willingness to abide by all accompanying terms, conditions and general regulations. This also includes any additional rules and regulations that the AJAS exhibit manager deems necessary for the success of the showcase, provided these do not materially alter the applicant's contractual rights. The application becomes a contract when accepted by the AJAS staff. AJAS reserves the right to restrict booth sales

### Past Exhibitors

Aegis Therapies | American Data | American Medical Alert Corp | American Medical Technologies (AMT) | Austco Communication Systems | Care Tech Group | Cain Brothers Count Me In | Cselect | Design Purchase Link | Dimella Shaffer | e Health Data Solutions | Genesis Rehab | Greenbrier Development | Greystone Communities | HealthPRO Rehabilitation | Herbert J Sims & Co, Inc. | Hill-Rom | Joerns Healthcare | KDA Architects | Korn/Ferry International | Kosher Care International Kosher Mart Foods | Kwalu | Lewis & Clark LTC RRG, Inc. and Ponce de Leon LTC RRG, Inc. | Manning & Napier | McKesson Medical-Surgical | Med-Mizer | Medtrix | Morrison Management Specialist | Omnicare | Optimus EMR | Perkins Eastman | PeopleFirst Rehabilitation | Raymond James & Associates | RDL Architects | Rehab Care | Sage Age Strategies | Select Medical Rehabilitation Services, Inc. | Select Rehabilitation, Inc. | SigmaCare | Silverchair Learning Systems | Sodexo Senior Living | SunDance Rehabilitation | Witt/Kieffer | Xorcom | Zeigler

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to those companies and organizations that AJAS deems to be compatible with the success of the association and to make adjustments depending on the conference program and timing of the showcase, for applicants to have optimal exposure to the AJAS conference attendees.

### Guidelines for Non-AJAS Sponsored Programming

Should your organization wish to host events for AJAS conference attendees including, but not limited to, press conferences, receptions or dinners, please adhere to the following guidelines to ensure the success of your event:

1. You must notify the AJAS program director of any event you plan to sponsor for AJAS conference attendees. You must inform program director if events are open to all attendees or a specific group.
2. All events must be scheduled outside of official conference events.
3. If refreshments or meals will be served, you must inform attendees if meals will be kosher. All meals served at AJAS-sponsored events are strictly kosher.
4. The deadline for adding such an event to the AJAS conference schedule is January 31, 2012.

### AJAS Sponsorship Opportunities

AJAS offers companies opportunities to reach decision-makers at member organizations year-round. By supporting AJAS as a Sponsor, your company will receive exhibit space as a benefit and will be able to play a key role in the annual conference. AJAS sponsors are invited to be a part of the AJAS family, and thus form close business relationships with the membership. Companies can also reach AJAS members by advertising in various publications and by sponsoring sessions and events during the conference. For more information about these opportunities, please contact the AJAS Office.

### About AJAS

The Association of Jewish Aging Services (AJAS) is a unique association of not-for-profit community-based organizations rooted in Jewish values, which promotes and supports the delivery of services to an aging population. There are approximately 100 AJAS member organizations throughout North America who together serve more than one million aging adults through:

- Jewish sponsored skilled nursing and residential health care facilities
- Outpatient therapy services
- Assisted living and group homes
- Independent and congregant housing
- Community-based services and supports

## Contact Information

If you are interested in exhibiting at the 2012 AJAS Annual Conference Exhibitors Showcase or have additional questions regarding this material, please contact Monica Wolfe, program director/ exhibit manager, by phone at 202-543-7500 or e-mail [monica@ajas.org](mailto:monica@ajas.org). For more information about the Association of Jewish Aging Services, please visit our website at [www.ajas.org](http://www.ajas.org).

# Exhibit Booth Application

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**Where to Send Application:** Please email this application, with your 50-word company description and company logo (preferably in .eps or HI-RES .jpg format) to Heather Gordon at Heather@ajas.org.

**Booth Fee:** Booth space fee is \$2,000 (see prospectus for details on what is included in the fee) with a deposit of \$500 due with application. **Applications received by November 10, 2011 will receive a \$200 discount.** Full payment must be received by January 31, 2012 or you will risk losing your booth space.

### Options for Sending Payment:

- o Mail check\* made payable to the Association of Jewish Aging Services, with copy of application, to:  
Association of Jewish Aging Services  
Attn: Heather Gordon  
2519 Connecticut Ave NW  
Washington, DC 20008  
Phone: (202)543-7500 Fax: (202)543-4090

*\*Please note our new address*

- o Pay with a credit card; you will receive a PayPal invoice once your application is received. Please note, there is a 3% processing fee for credit card transactions.

*Booth spaces are assigned on a first-come, first-served basis, with preferential booth space for sponsors.*

**Primary Contact** (this is the point-person for all conference-related arrangements/questions):

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

### Attending Representatives to be listed on attendee list:

(If this has not been finalized, please let the AJAS office know as soon as possible)

**First Participant**, Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

**Second Participant**, Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

### Company Information to be listed in conference materials:

Primary Contact (or write "same as primary above"): \_\_\_\_\_

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

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

Website: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

For AJAS Office Use- Date application received:

Deposit received: