



# Place Your Bets on Excellence in Senior Living

North Carolina Senior Living Association

61st Annual  
2022 Fall Convention & Trade Show

September 20-22, 2022



Harrah's Cherokee Casino Resort

# 2022 NCSLA 61<sup>st</sup> Annual Fall Convention and Trade Show Harrah's Cherokee Casino Resort, Cherokee, NC

## EXHIBITOR PROSPECTUS

Join us for our 61<sup>st</sup> Annual Trade Show on September 20-22, 2022 at Harrah's Cherokee Casino Resort in Cherokee, NC. By exhibiting at this event, vendors can showcase their products and services to assisted living industry professionals who are at the forefront of assisted living management in North Carolina.

Vendors and providers work in partnership to provide care for our residents. Your support of NCSLA's mission is greatly appreciated. We hope to see you in September!

### STANDARD BOOTH EQUIPMENT

Each booth will include high back drape, 3'x10' side drapes, booth identification sign, 6 ft. skirted table, two (2) side chairs, internet access, & waste basket.

\*If you plan to have more than two (2) representatives per booth, there is an additional cost per representative to cover their Tuesday night reception, and Wednesday Tradeshow Lunch.

### SPONSORSHIP OPPORTUNITIES

To provide a higher level of visibility at the convention, NCSLA offers numerous sponsorship opportunities. Some benefits include:

Recognition on the convention NCSLA webpage

Recognition in the convention program

Ability to decorate the sponsored event space with company signage and to address attendees at the sponsored event (if applicable to sponsorship)

Permission to place printed materials on tables at the sponsored event (if applicable to sponsorship)

**Note: Sponsorship opportunities are available only to NCSLA Associate Vendor members. Exhibiting is NOT required to be a sponsor, but sponsorship does not allow access to the trade show floor.**

*If you have questions about sponsorship opportunities, contact Donna Riggs [donna@ncseniorliving.org](mailto:donna@ncseniorliving.org)*

### EXHIBITOR SCHEDULE

#### Tuesday, September 20, 2022

3 – 11 pm Exhibitor Set-up

6 - 7 pm Attendee/Vendor Reception  
(with Cash Bar)

#### Wednesday, September 21, 2022

7–11:30 am Exhibitor Set-Up

12–1:30 pm Tradeshow Luncheon

1:30–4:30 pm NCSLA Tradeshow

4:30 pm Vendor Prize Giveaways

4:30–6:00 pm Exhibit Breakdown



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## Exhibitor Details

### Basic Exhibitor Registration

#### **\$1,000 Member/\$1,600 Non-member**

- One (1) 10' x 8' Standard booth w/table
- 2 Exhibit Hall badges
- Company listed in convention program
- Convention attendee registration list
- Tuesday night reception - 2 passes
- Wednesday pre-trade show luncheon - 2 passes
- Opportunity to submit branded item for Convention Welcome Bag

### Additional Add-Ons

**Booth Electricity:** Complete the request and submit to the hotel.

**Extra Booth:** **\$800 member/\$1,200 non-member**

**Additional Trade Show Representative:** **\$125 member/\$150 non-member**

**Additional Tuesday night reception:** **\$50/person**

**Additional Wednesday pre-trade show lunch:** **\$45/person**

**Wednesday Night President's Dinner:** **\$75/person**

Please confirm all lunch/dinner attendee names with Donna Riggs ([donna@ncseniorliving.org](mailto:donna@ncseniorliving.org)) by September 3, 2022

## Sponsorship Opportunities

**Note:** Sponsorship opportunities are available only to NCSLA Associate Vendor members. Exhibiting is NOT required to be a sponsor, but sponsorship does not allow access to the tradeshow floor.

### Bronze Sponsorship \$900

- Tuesday night vendor/member reception: 2 passes
- Tuesday night reception: 2 passes
- Company name recognition in all published materials on the NCSLA website and convention signage

### Silver Sponsorship \$1,400

- Tuesday night vendor/member reception: 3 passes
- Tuesday night reception: 3 passes
- Company name recognition in all published materials on the NCSLA website and convention signage

### Gold Sponsorship \$2,100

- Tuesday night vendor/member reception: 2 passes
- Tuesday night reception: 2 passes
- Wednesday night President's Dinner: 2 passes
- Company logo recognition in all published materials on the NCSLA website and convention signage

### Platinum Sponsorship \$3,000

- Tuesday night vendor/member reception: 3 passes
- Tuesday night reception: 3 passes
- Wednesday night President's Dinner: 3 passes
- Company logo recognition in all published materials company logo hyperlinked on the NCSLA website and convention signage



# 2022 NCSLA 61<sup>st</sup> Annual Fall Convention and Trade Show

## Harrah's Cherokee Casino Resort, Cherokee, NC

### Food & Beverage Sponsorships

*Sponsorships below ARE NOT exclusive to one company.*

Tuesday Night Hospitality Suite **\$2,000**

Tuesday AM Break **\$800**

Tuesday Lunch Break **\$2,500**

Tuesday Attendee/Exhibitor Reception  
**\$5,000**

Wednesday AM Break **\$800**

Wednesday Attendee/Exhibitor  
Luncheon **\$2,500**

Wednesday President's Dinner **\$5,000**

Wednesday Night Hospitality Suite  
**\$2,000**

Thursday AM Break **\$800**

### Additional Sponsorships

*Sponsorships below are exclusive to one company on a first-come first-served.*

**Convention Bag Donor** – Sponsor is required to send 275 bags with company logo by August 14, 2022 to the NCSLA office.

**Convention Lanyard Donor** - Sponsor is required to send 275 lanyards by August 14, 2022 to the NCSLA office.

**Note:** Sponsorship opportunities are available only to NCSLA Associate Vendor members. Exhibiting is NOT required to be a sponsor, but sponsorship does not allow access to the tradeshow floor.



### Best Dressed Booth Award

"Place Your Bets on Excellence in Senior Living" is our 2022 convention theme. Don't forget to design your booth décor around our theme to be in the running for the **Best Dressed Booth**. The winner will be announced during the Vendor Prize Giveaways.

### Visit to Win – WE WILL DONATE!

To increase visitor traffic to your booth, our "**Visit to Win**" card is the key for the best visibility! Exhibitors that donate a prize will be displayed on our "**Visit to Win**" card that qualifies an attendee for a chance to win valuable prize drawings. Donate a prize so you can ensure many visitors visit your booth. The presentation of prizes will occur around 4:30 pm on September 21, 2022 on the exhibit floor to the tradeshow.

**Yes! Our company will donate a prize giveaway so we can be listed on the Visit to Win card.**

### EXHIBITOR MATERIAL SHIPPING INSTRUCTIONS



#### Ship to:

Attention: Jennifer Rose  
Convention Services Manager  
NC Senior Living Association Fall Convention  
& Trade Show  
Harrah's Cherokee Casino Resort  
777 Casino Drive  
Cherokee, NC 28719

**NOTE:** Vendors who need to ship packages out after the event, must bring their return labels. Harrah's cannot print return labels on property. After exhibitors place label(s) on the package(s), Harrah's team will get them to the warehouse for return shipping.

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## Hotel Accommodations

Harrah's Cherokee Casino Resort sleeping room rate is \$149 single/double per room. You can reserve your room online (visit [www.ncseniorliving.org](http://www.ncseniorliving.org) to access link for room reservations), or call (828) 497- 7777 and reference **(S09NCSL)** NC Senior Living Association room block. The hotel room block is limited, and unreserved rooms will be released on August 14, 2022, so be sure to book your hotel accommodations before they are gone! You can use the following link to reserve your hotel room online [Click here to Make Your Hotel Reservations at Harrah's Cherokee Casino Resort](#).

## Event Cancellation Policy

Online registration or registration forms must be received by August 14, 2022, to be listed on convention materials. Written cancellation will be accepted if received on or before August 14, 2022 to receive a refund (minus a \$200 cancellation fee). No refunds will be made for registration cancellations on or after August 15, 2022.

## CONVENTION REGISTRATIONS MUST BE PAID IN FULL BY AUGUST 14, 2022

## Contact Information

NC Senior Living Association (NCSLA)  
Donna Riggs, Membership & Marketing Manager  
4010 Barrett Drive, Suite 102  
Phone: 919.787.3560  
Email: [donna@ncseniorliving.org](mailto:donna@ncseniorliving.org)



**Thank you to our Sponsors and Exhibitors for making our  
2022 annual convention successful!**



**Save The Date for 2023**

**September 12-15, 2023**

**62nd Annual NCSLA Fall Convention & Trade  
Show**

**Embassy Suites by Hilton Charlotte/Concord  
5400 John Q Hammons Dr NW, Concord, NC  
28027**



# 2022 NCSLA 61<sup>st</sup> Annual Fall Convention and Trade Show Harrah's Cherokee Casino Resort, Cherokee, NC

## EXHIBITOR AGREEMENT

To become eligible for lower convention registration fees, non-member companies are welcome to apply online for a 2022 membership at [www.ncseniorliving.org](http://www.ncseniorliving.org). Prior to registering for convention, you can join as an Associate Vendor Member for \$450 to receive discounted registration fees.

Company Name (*for listing on convention materials*): \_\_\_\_\_

Pre-Planning Contact Name: \_\_\_\_\_

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

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

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

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

Exhibitor Attendee Names Per Registration Level:

\_\_\_\_\_  
\_\_\_\_\_

## PAYMENT INFORMATION

Easy online registration is available at [www.ncseniorliving.org](http://www.ncseniorliving.org) or complete the registration form and return to NCSLA by August 14, 2022.

If paying by check: (Payable to NCSLA, mail to:) NC Senior Living Association  
4010 Barrett Drive, Suite 102  
Raleigh, NC 27609

Check Amount \$ \_\_\_\_\_ Check No. \_\_\_\_\_

### FOR CREDIT CARD PAYMENTS:

Credit Card Number \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_

Security Code \_\_\_\_\_

Charge Amount \$ \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_



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## Attention Exhibitors

To allow time for you to entertain your clients, on Tuesday night after the reception, dinner will be "On Your Own. Harrah's Casino Resort has some wonderful restaurants you will enjoy entertaining clients during our convention, and especially on Tuesday night. We will email information and advance reservation links to those restaurants in a separate email soon.

The hotel recommends making reservation in advance as these restaurants tend to be booked almost every evening. There are other restaurant options that are open for more casual dining and for breakfast and/ or lunch.

### Ruth Chris Steakhouse



THIS IS HOW IT'S DONE.™

### Guy Fieri's American



### Brio Italian Grille



### Wicked Weed Brew Pub

