



RIGHT TIME, RIGHT NOW

North Carolina Senior Living Association
60th Annual
2021 Fall Convention & Trade Show



September 14-16, 2021
Embassy Suites Charlotte-Concord/Golf Resort & Spa



EXHIBITOR PROSPECTUS

Join us for the 60th Annual Trade Show on September 14-15, 2021 at Embassy Suites Charlotte-Concord/Golf Resort & Spa in Concord, 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 around North Carolina.

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

STANDARD BOOTH EQUIPMENT:

Each booth comes with high back drape, 3 x 10 side drapes, booth identification sign, 6' skirted table, 2 side chairs, internet access, and a wastebasket.

If you plan to have more than 2 representatives per booth, there is an additional cost per rep that will cover their Tuesday night reception and dinner, and Wednesday Trade Show Lunch

SPONSORSHIP OPPORTUNITIES:

To provide a higher level of visibility at the convention, NCSLA offers several 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)

If you have questions about sponsorship opportunities, contact Kristen Proctor at kristen@ncseniorliving.org



Exhibitor Schedule

Tuesday, September 14, 2021

- 3 – 11 pm: Exhibitor Set-up
- 5 – 7 pm: Attendee/Vendor Reception
- 7 – 10 pm: Dinner & Entertainment

Wednesday, September 15, 2021

- 7 – 11:30 am: Exhibitor Set-Up
- 12 – 1:30 pm: Trade Show Luncheon
- 1:30 – 4:30 pm: NCSLA Trade Show
- 4:30 pm: Vendor Give-A-Ways
- 4:30 – 6 pm: Exhibit Breakdown





Exhibitor Details

Basic Exhibitor Registration:

\$1000 Member/\$1600 Non-member

- 1 - 10 x 8 Standard booth w/table
- 2 Exhibit hall badges
- Company listed in program
- Convention attendee registration list
- Tuesday night reception: 2 passes
- Tuesday night dinner & entertainment: 2 passes
- Wednesday pre-trade show luncheon: 2 passes
- Ability to submit branded item for Convention Welcome Bag



Additional Add-Ons:

- Extra Booth: \$800 member/\$1200 non-member
- Additional Trade Show Rep: \$125 member/\$150 non-member
- Additional Tuesday night reception & dinner: \$65/person
- Additional Wednesday pre-trade show lunch: \$45/person
- Wednesday Night President's Dinner: \$75/person

**Please confirm all lunch/dinner
attendee names with Kristen
Proctor (kristen@ncseniorliving.org)
by September 3**

Standard Sponsorship Opportunities

Bronze Sponsorship (basic sponsorship): **\$900**

- Tuesday night vendor/member reception: 2 passes
- Tuesday night dinner and entertainment: 2 passes
- Company name recognition in all published materials, on the NCSLA website, and on Convention Signage

Silver Sponsorship (2nd tier sponsorship): **\$1,400**

- Tuesday night vendor/member reception: 3 passes
- Tuesday night dinner and entertainment: 3 passes
- Company name recognition in all published materials, on the NCSLA website, and on Convention Signage

Gold Sponsorship (3rd tier sponsorship): **\$2,100**

- Tuesday night vendor/member reception: 2 passes
- Tuesday night dinner and entertainment: 2 passes
- Wednesday night President's Dinner: 2 passes
- Company logo recognition in all published materials, on the NCSLA website, and on Convention Signage

Platinum Sponsorship (top tier sponsorship): **\$3,000**

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

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.



Food & Beverage Sponsorships:

Sponsorships below ARE NOT exclusive to one company, except dinner.

- o Tuesday Night Hospitality Suite - \$2000
- o Tuesday AM Break - \$800
- o Tuesday Lunch Break - \$2500
- o Tuesday Attendee/Exhibitor Dinner - \$5000*
- o Wednesday AM Break - \$800
- o Wednesday Attendee/Exhibitor Luncheon - \$2500
- o Wednesday President's Dinner - \$5000*
- o Wednesday Night Hospitality Suite - \$2000
- o Thursday AM Break - \$800

Additional Sponsorships:

Sponsorships below ARE exclusive to one company, first come first serve.

- o **Entertainment Sponsor** - \$3500
 - o Entertainment Sponsor will be the sponsor for Tuesday night dinner entertainment (ie: comedian, magician, hypnotist)
- o **Convention Bag Donor** - Sponsor is required to send 275 bags w/ their company logo by August 13, 2021, to the NCSLA office.
- o **Convention Lanyard Donor** - Sponsor is required to send 300 lanyards by August 14, 2021, to the NCSLA office.

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Save the Date!

61st Annual NCSLA Fall Convention & Trade Show
Harrah's Cherokee Casino & Resort
September 20-22, 2022



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 to your booth. This presentation of prizes will occur around 4:30 pm on September 15, 2021, on the exhibit floor close to the trade show.

_____Yes! Our company will donate a prize give-a-way so we can be listed on the Visit to Win card.

Best Dressed Booth Award

"Right Time, Right Now" is the convention theme for 2021. Don't forget to design your booth décor around this theme to be in the running for the Best Dressed Booth. Award will be presented at the Vendor Prize Give-A-Ways.





EXHIBITOR AGREEMENT:

To become eligible for lower convention registration fees, non-member companies are welcome to apply online for a 2021 NCSLA membership at www.ncseniorliving.org. Prior to registering for convention, you can join as an Associate Vendor Member for \$450 and 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 Levels Indicated Below:

PAYMENT INFORMATION:

_____ **Check:** (payable to NCSLA and mailed to the address below)

NC Senior Living Association
4010 Barrett Drive, Suite 102
Raleigh, NC 27609

Check Amount: \$ _____ Check #: _____

_____ **Credit Card:**

Card #: _____ Expiration Date: _____ / _____

Security Code (on back of card): _____

Charge Amount: \$ _____

Name on Card:

Billing Address (if different than above):

Billing Email (if different than above):





Hotel Accommodations:

Embassy Suites Charlotte-Concord/Golf Resort & Spa's sleeping room rate is \$159 single/double per room. For reservations, you can reserve your room online (visit www.ncseniorliving.org to access link for room reservations), or you can call (704) 455-8200 and reference NC Senior Living Association to make a reservation with the NC Senior Living Association room block. The hotel room block is limited. Rooms will be released on August 14, 2021, if not reserved, so make sure to book your hotel accommodations today before they are gone!

Event Cancellation Policy:

Online registration or registration forms must be submitted/received (post marked) by August 14, 2020, to be listed on convention materials. Written cancellation will be accepted if received on or before August 14, 2021 to receive a refund (minus a \$200 cancellation fee). No refunds will be made for cancellations on or after August 15, 2021. REGISTRATIONS MUST BE PAID IN FULL BY AUGUST 14, 2021.

CONTACT INFORMATION:

NC Senior Living Association (NCSLA)
Kristen Proctor, Marketing & Membership Manager
4010 Barrett Dr., Ste. 102, Raleigh, NC 27609
Phone: 919.787.3560 or email: kristen@ncseniorliving.org

Online registration is available at www.ncseniorliving.org or complete the registration form and return to NCSLA by August 14, 2021.

