

2025 LeadingAge South Carolina Annual Conference & Trade Show

LeadingAge®
South Carolina
the voice of aging services

ripples of IMPACT

LeadingAgeSC Trade Show Prospectus
Sponsorship, Exhibit, & Membership

March 23 to March 26, 2025
Hilton Myrtle Beach Resort, SC

You are invited...

2025 LeadingAge South Carolina Annual Conference & Trade Show

March 24-26, 2025: Trade Show on March 25, 2025

Hilton Myrtle Beach Resort, Myrtle Beach, SC

You are invited to join the members of LeadingAge South Carolina at the 2025 LASC Annual Conference and Trade Show on March 24-26, 2025 at Hilton Myrtle Beach Resort.

The Opening Night Reception for all Attendees, Exhibitors, and Sponsors will take place on Monday, March 24 at 5:00 pm in the Dunes Ballroom.

The 2025 LeadingAge South Carolina Trade Show will open on Tuesday, March 25th at 10am and lunch will be served.

We hope you will be able to participate in this great event in 2025. 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.

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, March 24 at 5pm—6:30pm

Booth Check-in and Setup
Monday, March 24 at 2pm-4:30pm
Tuesday, March 25 at 8am-9:30am

Tuesday, March 25, 2025
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 2025, 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 MARCH 2025...

2025 LeadingAge South Carolina Annual Conference & Trade Show

March 24-26, 2025: Trade Show on March 25, 2025

Sponsorship Opportunities

All Sponsorships include:

the 2025 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 10, 2025.

❑ Premier Sponsor (Full Conference—Exclusivity by Industry Type) \$5,700 ea.

Don't miss this distinguished opportunity to be a Premier Sponsor of the 2025 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, March 24, 2025) \$4,700 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, March 25, 2025)..... \$3,700 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) \$3,200 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 \$1,150)
- 2025 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, March 25, 2025
- 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 10, 2025. Payment is due by March 1, 2025.

Questions: Please contact Beth Bouknight at bbouknight@leadingagesc.org

Preliminary Schedule

LeadingAge South Carolina Annual Conference on Aging

Monday, March 24, 2025

8:00am—4:30 pm	Conference Registration Opens
9:00am-11:00am	Monday's Keynote Session
11:00am-11:15am	Break
11:15am-12:45pm	General Session with Lunch
1:15pm-2:45pm	Concurrent Workshops
2:00pm-4:30pm	Exhibitors Registration & Booth Setup
2:45pm-3:00pm	Refreshment Break
3:00-4:30pm	Concurrent Workshops
4:30pm	Adjournment
5:00pm-6:30pm	Opening Night Reception for Sponsors, Exhibitors, & Attendees
6:30pm	Dinner on your own

Tuesday, March 25, 2025

8:00am-9:30am	Conference Registration & Booth Setup
8:00am	Continental Breakfast
9:00am-10am	General Session: SCDPH Bureau of Nursing Homes & Medical Services
9:45 am	Briefing with Exhibitors & Sponsors
10:00am-1:00pm	Trade Show Hours
12:00pm	Trade Show Networking Luncheon
12:45pm	Door Prize Drawings by Exhibitors
1:00pm	Break down booths by Exhibitors
1:15pm-2:45pm	General Session: Federal & State Policy Updates
2:45pm-3:00pm	Refreshment Break
3:00-4:30pm	General Session: SPARK Leadership
5:00pm-6:00pm	Leadership Academy Reception

Wednesday, March 26, 2025

8:00am-9:00am	Conference Registration
8:00am	Continental Breakfast
9:00am-10:00am	Concurrent Workshops
10:00am-10:15am	Refreshment Break
10:15am-12:15pm	Wednesday's Keynote Session
12:15pm	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/LEADINGAGESCONFERENCE2025>

*Make hotel reservations early!!!
Rates only available until the room block is full
or February 22, 2025 (whichever comes 1st).*

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 2025 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. You will receive an invoice and the exhibitor service forms.

Reference Event: LeadingAge SC – 2025.

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 3/17/25. Your crate will be delivered to the Trade Show.

Booth numbers will be distributed onsite. For shipping purposes, you will reference: **LeadingAgeSC—2025.**

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, 2025.

Cancellations must be received in writing prior to February 25, 2025 to receive a 50% refund.

No refunds will be granted after March 2, 2025.

Questions: Contact Beth Bouknight at bbouknight@leadingagesc.org

TRADE SHOW REGISTRATION

Booth Fees (8'D x 10'W booth —includes one 6' table and two chairs, 2 luncheon tickets plus 2025 LASC Business Membership Dues)

- Booth Fees for Exhibiting Only (*not sponsoring*) \$1,800
- 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 2025 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: 2 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, March 24, 2025.....**Number attending:** _____

Please EMAIL Pages 4 & 5 to: Beth Bouknight at bbouknight@leadingagesc.org

Priority is given to the date that the registration page & contract (page 4 & 5) are received by February 10, 2025. Payment is due by March 1, 2025.

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, 2025.**
16. **Cancellations must be received in writing prior to February 25, 2025 to receive a 50% refund. No refunds will be granted after March 2, 2025**

Authorized Signature: _____ Print Name: _____ Date: _____



Email: _____ Phone: _____

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

Beth Bouknight, LeadingAge SC | SC Institute on Aging | Email: bbouknight@leadingagesc.org

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Payment is due by March 1, 2025.

You should receive an email confirmation within 24 hours. 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

2025 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 10, 2025*

For Exhibitor Service Packet

Please email Beth Bouknight at
bbouknight@leadingagesc.org

Mail all 2025 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, 2025.

