

Culture Change

Culture C



Your Voice for Aging with Choice

14th Annual Summit

March 26-28, 2024

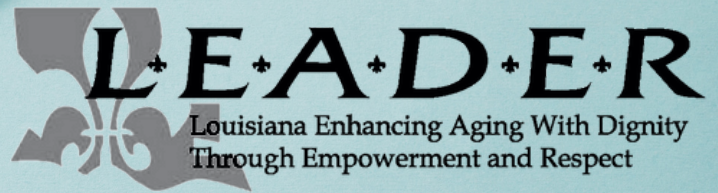
Paragon Casino | Marksville, LA

*Sponsor & Exhibitor
Prospectus*

*Rockin' and Rollin'
into
Culture Change*

Rockin' and Rollin'

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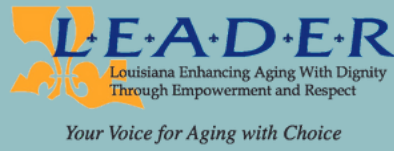
Paragon Casino

Marksville, LA

JOIN LEADER TO
ROCK N' ROLL
INTO CULTURE
CHANGE

LEADER is ready for 2024 and our 14th Annual Summit! This year's event will be even bigger and better - bringing together Louisiana's administrators, nurses, and key personnel to **REFOCUS ON CULTURE CHANGE** for our aging communities. Exhibitors and sponsors will have enhanced opportunities to reach and interact with attendees to build your connections and partnerships.





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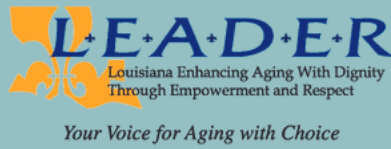
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Sponsorship Opportunities

All packages below include: recognition in marketing pieces; signage and credentials on site; scripted acknowledgement; electronic attendee list pre- and post-event; and opportunity to include an item in attendee registration bag.

	DIAMOND \$8,000 1 Available	PLATINUM \$6,000 4 Available	GOLD \$4,000 3 Available	SILVER \$2,000 7 Available	BRONZE \$1,250 Unlimited	EXHIBIT ONLY \$1,000 Unlimited
SPONSORSHIP	Mobile App OR Thursday Luncheon	Happy Hour, Wednesday Lunch, Signage, OR Audio Visual	Pre-Summit Continental Breakfast or Lunch, Lanyards, Name tags OR Entertainment	Morning Coffee Station, Refreshment Break, OR Centerpieces	NA	NA
EXHIBITOR TABLE	2 in prime location	2 in prime location	1 in prime location	1	1	1
DIGITAL PROGRAM ADVERTISEMENT	Full Page	Full Page	1/2 Page	1/4 Page	Logo	NA
SOCIAL MEDIA PROMOTION	Video Ad and Spotlight	Video Ad and Spotlight	Video Ad and Spotlight	Spotlight	Spotlight	NA
MARKETING EMAIL SENT TO ATTENDEES	Included	Included	NA	NA	NA	NA
LEADER TALK	Social Media and Live	Social Media	NA	NA	NA	NA
LOGO ON REGISTRATION BAG	Included (Main logo)	Included	Included	Included	NA	NA
SUMMIT REGISTRATIONS*	6	5	4	3	2	2
BANNER AD ON LEADER WEBSITE	1 Year	1 Year	NA	NA	NA	NA

*SUMMIT Registration includes access to all scheduled events on the agenda. Additional sponsor and exhibitor passes may be purchased for \$100 each.



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Benefit Descriptions

Following are descriptions of all your benefits as a SPONSOR as outlined on the previous page.

Sponsorship

Sponsorships listed will be the event or feature where your company will receive prominent signage and list as sponsor on all materials. For the Mobile App, this will include your organization's logo on the app.

Exhibitor Table

Prime exhibit tables are located in preferred locations with the highest expected foot traffic.

Digital Program Advertisement

LEADER will be preparing a digital program, which will be made available pre-conference, and easily accessible through QR codes. This will provide your organization the opportunity to place an advertisement in the program to be viewed prior to and during the conference by all attendees.

Social Media Promotion

Sponsorships including "video ad" will have the opportunity to provide a video advertisement which LEADER will post and promote through our social media channels. Spotlights will include a short description of your organization with your logo linking to your own social media or website.

Marketing Email Distribution

LEADER will facilitate distributing an email to conference attendees on your behalf. You may use this opportunity to highlight what you will be sharing at your table, services you would like to highlight, or a brief welcome!

LEADER Talks

Do you have a product or service that is truly innovative or for which you are known to be a leading expert? This is an opportunity for your organization to provide a "LEADER Talk" (our own version of a TED Talk) to allow you the opportunity to share your knowledge and how you are a leader in the industry. Talks will be circulated via social media, as well as played live at the conference for our Diamond Sponsor.

Logo on Registration Tote

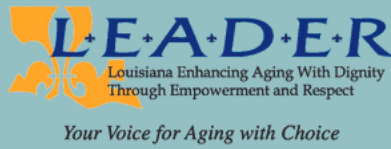
LEADER will provide a registration tote to all attendees upon checkin. Based on the sponsorship packages, your logo will be featured on the tote.

Banner Ad on LEADER Website

Diamond and Platinum sponsors may feature a digital ad on the LEADER website for one year.

Following are benefits for all exhibitors and sponsors as outlined on the previous page.

- Exhibit table is a 2' x 8' skirted table with two chairs provided.
- SUMMIT registrations (as specified by selected package) providing access to all conference events.
 - NOTE: Additional exhibitor passes may be purchased for \$100 each.
- Pre- and Post-conference attendee list.
 - NOTE: Attendees must opt in to have their contact information included on the provided list.
- Opportunity to provide one item or flyer to be included in the registration tote provided to all members.
- Logo recognition on all pre-conference marketing materials.
- On-site recognition through logos on signage, nametag ribbons, on-screen, and through scripts.



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Important Dates & Information

Exhibiting Time

LEADER requests that exhibitors set up by 9:00 a.m. on Wednesday, March 27, 2024 and remain set up through 11:45 a.m. on Thursday, March 28, 2024.

Exhibitor Layout

LEADER will distribute the exhibitor layout following the deadline for contracts.

Services and Products

As in previous years, we encourage sponsors/exhibitors to feature services and products which promote Person Centered Care, improve quality of life for residents and/or increase job satisfaction for employees who provide care to their residents and clients.

Door Prize Drawings

Sponsors and exhibitors may contribute door prizes which will be drawn for during the luncheon on Thursday. You may elect to draw from your own collection of visitors or LEADER will pull from our draw box.

Shipping

Exhibitor personnel are responsible for making their own shipping arrangements. Shipping of goods to and from the exhibiting site must be made at least 1 week prior to the exhibiting date but should not arrive any earlier than 3 days prior to the exhibit date. Full details is included in the Exhibitor Terms and Conditions.

Hotel Accommodations

Exhibitor personnel are responsible for making hotel reservations directly with the hotel. Reservations should be made with the Paragon Casino Resort, 711 Paragon Pl., Marksville, LA 71351. To make reservations, call (800) 642-7777 and use the group code: LEM26GR. Reservations must be made by March 12, 2024.

EXHIBITING SCHEDULE

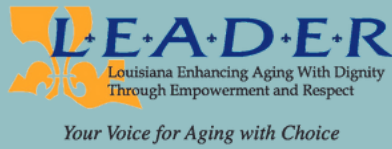
Exhibitor Set Up	Wednesday, March 27, 2024 6:30 - 9:00 a.m.
Exhibit Hall Open	Wednesday, March 27, 2024 9:00 - 10:00 a.m. 11:30 a.m. - 12:30 p.m. 2:45 - 3:15 p.m.
Happy Hour with Exhibitors	Wednesday, March 27, 2024 4:45 - 6:30 p.m.
Exhibit Hall Open	Thursday, March 28, 2024 7:30 - 8:30 a.m. 9:45 - 10:15 a.m.
Door Prize Drawings	Thursday, March 28, 2024 11:45 a.m. - 1:15 p.m.
Exhibit Tear Down	Thursday, March 28, 2024 1:15 - 3:00 p.m.

IMPORTANT DATES TO REMEMBER

Exhibiting & Sponsorship Contract Deadline	Wednesday, February 28, 2024
Social Media Ad Deadline	Wednesday, February 28, 2024
Digital Ad Deadline	Wednesday, February 28, 2024
Hotel Accommodations Deadline	Tuesday, March 12, 2024
LEADER Talk Deadline	Monday, March 4, 2024
Registration Bag Donations must be received at the LEADER office	Monday, March 18, 2024

HOTEL ROOM RATES

South Tower Guest Room: \$109 plus taxes and \$15 resort fee
North Tower Guest Room: \$99 plus taxes and \$15 resort fee
Deluxe Atrium Guest Room: \$129 plus taxes and \$15 resort fee



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Terms & Conditions

Liability and Insurance

LEADER does not guarantee against loss or damage of any kind. The exhibitor shall understand that neither LEADER nor the Paragon Casino Resort to maintain insurance covering exhibitors' property. It is the sole responsibility of the exhibitor to obtain such insurance. Any claims against any party other than LEADER are to be submitted directly to the party involved

Privacy Policy for Use of Attendee Information

LEADER shares the contact information of attendees before and after the Summit as a benefit to exhibitors. By signing this contract, exhibitors acknowledge that the use of this contact information unrelated to the promotion of products and services featured at the March 26-28, 2024 Summit, or the distribution of this information to a third party, is strictly prohibited.

Protection of the Trade Show Facility

Exhibitors are liable for damage to the property: no material or matter of any kind shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building and furnishings. Whatever may be necessary to protect the building, equipment, or furniture will be installed at the exhibitor's expense. Painting in the space is prohibited. The cost of repairing any damage to the facility caused by the exhibitor, its employees, representatives, or agents will be billed to and paid by the exhibitor.

SUMMIT Schedule at a Glance

Tuesday, March 26, 2024

8:00 - 5:00 p.m. Dementia Training Pre-Summit

Wednesday, March 27, 2024

7:00 a.m. - 5:00 p.m. Registration
9:00 a.m. - 10:00 a.m. Exhibit Hall Opens
10:00 a.m. - 11:30 a.m. Opening Remarks and Plenary
11:30 a.m. - 12:30 p.m. Lunch with Exhibitors
12:30 p.m. - 1:30 p.m. Concurrent Breakout Sessions
1:30 p.m. - 1:45 p.m. Break with Exhibitors
1:45 p.m. - 2:45 p.m. Concurrent Breakout Sessions
2:45 p.m. - 3:15 p.m. Refreshment Break with Exhibitors
3:15 p.m. - 4:30 p.m. Concurrent Breakout Sessions
4:45 p.m. - 6:30 p.m. Happy Hour with Exhibitors
8:00 p.m. - 11:00 p.m. After Party

Thursday, March 28, 2024

7:00 a.m. - 12:00 p.m. Registration
7:30 a.m. - 8:30 a.m. Breakfast with Exhibitors
8:30 a.m. - 9:45 a.m. Plenary
9:45 a.m. - 10:15 a.m. Refreshment Break with Exhibitors
10:15 a.m. - 11:30 a.m. Concurrent Breakout Sessions
11:45 a.m. - 1:15 p.m. Luncheon
1:30 p.m. - 2:30 p.m. Concurrent Breakout Sessions
2:30 p.m. - 2:45 p.m. Refreshment Break
2:45 p.m. - 3:45 p.m. Concurrent Breakout Sessions

Shipping of Materials

Exhibitor personnel are responsible for making their own shipping arrangements. Shipping of goods to and from the exhibiting site must be made at least 1 week prior to the exhibiting date but should not arrive any earlier than 3 days prior to the exhibit date. To ensure proper handling of your materials, shipping labels must include all of the following:

To: Paragon Casino Resort
Convention Sales & Service
Attn: Lesha Oliver
711 Paragon Place
Marksville, LA 71351
Re: Your Group/ LEADER 13th Annual Summit
Attn: Name of person who will claim the item(s).
March 26-28, 2024
Number each box (1 of 4, 2 of 4, 3 of 4, etc.)

Please inform the Catering Service Manager, Lesha Oliver (800-946-1946 ext. 1052), of the ship date, expected arrival date, and total number of boxes being shipped. The status of a shipment can be confirmed by calling the Shipping and Receiving Department at 800-946-1946, ext. 1705.

For return shipment back to your company, shipping labels must be attached to all boxes. Please contact Lesha Oliver at ext. 1052 to arrange for the Shipping & Receiving Department to pick up your materials. If no answer, please contact the Paragon Operator to radio Lesha Oliver or Wilson DeSoto.

Exhibitor Cancellations and No-Shows

All exhibitor sales are final. No refund will be made for cancellations or failure to show. No refunds will be given for unused space or for space that is only used during a portion of the exhibit period.

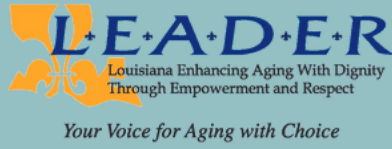
CONTACT US

Questions? Please reach out to us!

Crystal Carter
Event Coordinator
info@laleader.org
225.343.2776

Fax: 225.344.1132

Mailing Address:
620 Florida St.
Suite 210
Baton Rouge, LA 70801



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Registration Form

Organization Name (As you would like to be listed on all materials)

Contact Person Name

Email Address

Mailing Address

City, State, Zip Code

Phone Number

Website

List competitors you do not wish to be placed near. LEADER will do our best to accommodate requests.

Would you like electricity available for your table? Yes No

I acknowledge that I must attach the Commercial Support Agreement to my contract. (initials) _____

Attending Personnel	Email Address	On-Site Phone Number	Participating in Sessions
			Yes / No
			Yes / No
			Yes / No
			Yes / No

Diamond Sponsor	<input type="checkbox"/> \$8,000
Platinum Sponsor	<input type="checkbox"/> \$6,000
Gold Sponsor	<input type="checkbox"/> \$4,000
Silver Sponsor	<input type="checkbox"/> \$2,000
Bronze Sponsor	<input type="checkbox"/> \$1,250
Exhibitor Only	<input type="checkbox"/> \$1,000
Additional Exhibitor Passes	_____ x \$100
TOTAL DUE:	\$ _____

Payment Method: Check. Credit Card

Card Number

Exp. Date.

Security #

Name as it appears on card

Billing Zip Code

Signature of Person Completing this Contract and Accepting Terms and Conditions

Send form and payment to:
LEADER, 620 Florida St., Suite 210, Baton Rouge, LA 70801 OR Fax to 225-344-1132
Registration also available at www.laleader.org.