

LeadingAge[®]
Nebraska

2025 ANNUAL CONFERENCE & EXPO

EXHIBITOR PROSPECTUS

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IMPACT

CELEBRATING 50 YEARS
OF EXCELLENCE

50

1975-2025

LeadingAge[®]
Nebraska

**YOUNES CONFERENCE CENTER SOUTH
KEARNEY, NEBRASKA**

LeadingAge Nebraska invites you to be part of our 2025 Annual Conference & Expo on April 1-2, 2025!

Calling all aging services vendors! Get ready for the must-attend event of the year - the 2025 Annual Conference & Expo in Kearney. Celebrate 50 fabulous years with us as we come together for learning, laughing, and unbeatable networking. Kick things off on April 1st with a groovy Disco Night, then dive into the Expo on April 2nd to connect with over 100 aging services professionals eager to discover your products and services. Don't miss this exciting opportunity to showcase your offerings and make valuable industry connections. Register for your booth now for this unforgettable conference!



BENEFITS OF EXHIBITING



Connect with more than 60 member orgs from all over the state who are searching for new & innovative solutions to community needs.



One-on-one interaction with senior thought leaders in the field & enthusiastic front-line staff for both days of the conference.



Gain access to pre-conference and conference registration lists.



Recognition on the LeadingAge Nebraska website and the conference mobile application.



NEW THIS YEAR: Attend the cocktail hour + BOTH DAYS of the conference, including all breakout sessions, as part of your expo registration.



Join all attendees at the cocktail hour on March 31 AND Disco Night on April 1st to network & make valuable connections.



More than 8 hours of networking time, including 4+ hours at the Cocktail Hour & Disco Night + 4+ hours at the Expo on Wednesday.

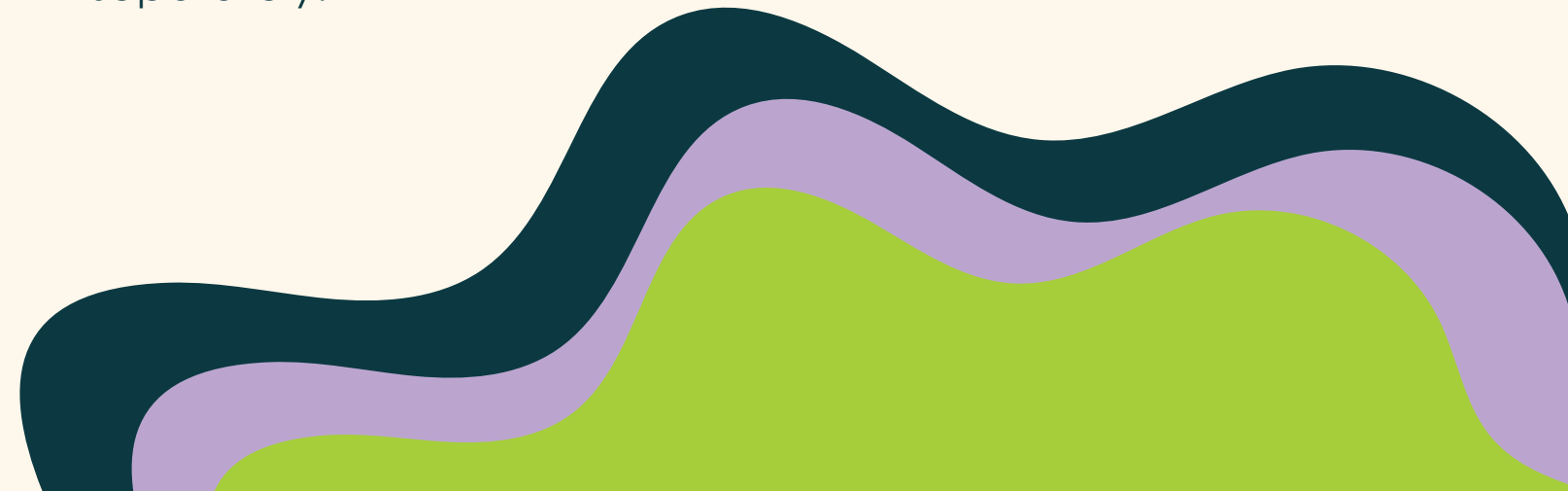


Meals will be served in the exhibit space, drawing attendees to the Expo & maximizing interaction.

March 31, 2025 Pre-Conference + Cocktail Hour

The 2025 Pre-Conference will be Monday, March 31 from 2:00 - 5:00 pm. All pre-conference AND conference attendees are then invited to a cocktail hour from 5:00 - 6:00 pm.

*Exhibitors who are already registered for the conference with their booth will have an opportunity to register for the Pre-Conference separately.



CONFERENCE SPONSORSHIPS

Sponsorships get you noticed!

Conference sponsorships offer unique marketing opportunities and increased visibility. Sponsorships are awarded on a first come, first served basis - contact Kierstin Reed or Natalie McCormick for more details and availability.

Pre-Conference Cocktail Hour - March 31 (1)	\$1500 (SOLD)
Sponsorship of LeadingAge NE Award Ceremony with speaking opportunity, April 1 (lunch on day 1 of the conference)(1)	\$2500
Sponsorship of day 1 keynote with speaking opportunity (1)	\$2500
Sponsorship of Disco Night - Entertainment, drinks or food sponsor - (2-3 available)	\$6000 total
Sponsorship of Jack York's closing keynote and booth, with speaking opportunity, April 2 (1)	\$2500
Prize Sponsor (1)	\$1500
Sponsorship of Art Against Ageism artwork and conference activities (full conference) (1)	\$2500
Sponsorship of 50th Anniversary Merchandise (1)	\$1500

YOUNES CONFERENCE CENTER SOUTH

LeadingAge Nebraska has reserved a room block at the Comfort Inn that is guaranteed through March 3, 2025. To reserve your room, contact the Comfort Inn and ask for the LeadingAge Nebraska room block. Comfort Inn Kearney phone number: (308) 236-3400

BOOTH COST

Platinum Business Associate	COMPLIMENTARY
Gold Business Associate	COMPLIMENTARY
Silver Business Associate	COMPLIMENTARY
Bronze Business Associate	\$950
Non-member Vendor	\$2500

NOTE: Platinum, Gold and Silver Business Associates must still register to reserve their booth.

REGISTRATION

To register to be an exhibitor, visit www.LeadingAgeNE.org and click on CONFERENCE EXPO on the right side of the page.

REGISTRATION DEADLINES

Expo registration deadline is January 24, 2025. However, register ASAP as most claim their booth prior to the deadline and space is limited!

BOOTH DETAILS

You will have one 3' x 8' table and two chairs (4 if applicable) in the Diamond Ballroom. Access to electricity will be available for all booths; however, extension cords are not provided.

EXHIBIT FEE & CANCELLATION POLICY

No booth space will receive permanent assignment without receipt of full payment. If an assigned space is cancelled on or before January 24, 2025, 50% of the total cost will be retained by LeadingAge Nebraska. If assigned space is cancelled by the exhibitor after January 24, 2025, all moneys paid will be retained by LeadingAge Nebraska.

CONFERENCE SOCIALS

Your networking time begins the day before the conference! All exhibitors are invited to both the Cocktail Hour on March 31st AND the Disco Night on April 1st. Event sponsorships are available.

REGISTRATION LIST

A list of names, titles and addresses of registrants will be available to exhibitors before the conference.

EXHIBITOR REPRESENTATIVES

Each exhibitor may have two representatives in the exhibit space during the open hours of the show. An additional two representatives are allowed at \$100.00 per person. A max of 4 people will be allowed at each booth.

BOOTH ASSIGNMENT

With the exception of Platinum and Gold Business Associates (who may choose their booth location), booths will be assigned by LeadingAge Nebraska. Booth assignments will be made upon receipt of this registration and payment in full. Confirmed exhibitors will be advised of their booth location prior to the conference. All attempts will be made to ensure reasonable separation between any competitors.

EXHIBIT SET UP AND REMOVAL

Exhibitors can begin setting up their booths on Tuesday evening (April 1st) after the last session or Wednesday morning, April 2nd, beginning at 6:30 a.m. Exhibits must stay open through the closing keynote that concludes at 2:00 p.m. on Wednesday, April 2nd. Booths must be removed by 4:30 p.m. the same day. A full agenda for the Expo is TBA.

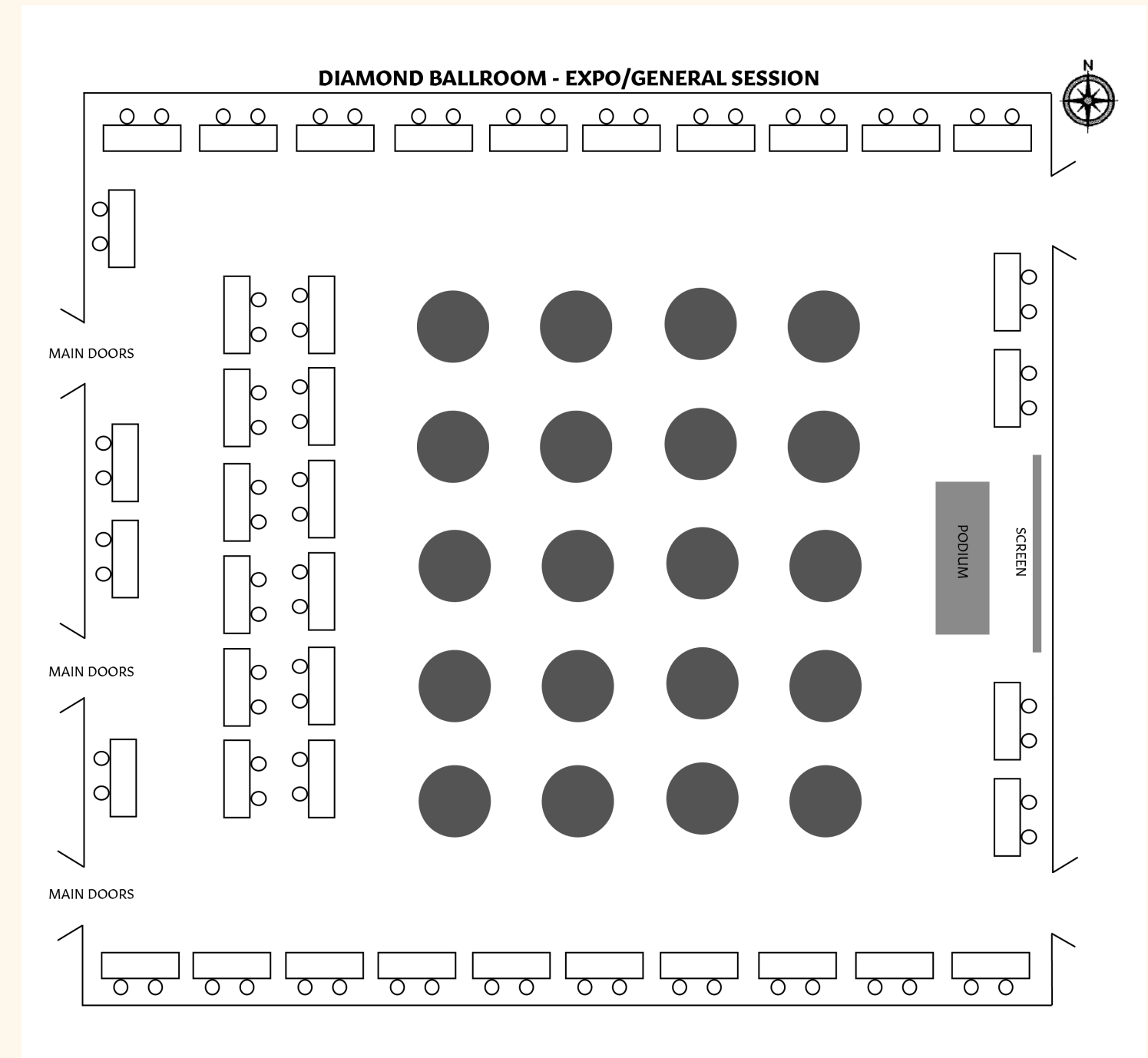
LIABILITY AND INDEMNIFICATION

To the extent permitted by law, the exhibitor is responsible for all damage to the exhibit area and for any and all claims and demands on account of any injury or damage to property occurring in the exhibitor's booth space or because the acts of the exhibitor. The exhibitor agrees to indemnify and hold harmless LeadingAge Nebraska from any and all liability in connection with the Expo.

MAP OF DIAMOND BALLROOM

Layout subject to change

In order to maximize attendee exposure and networking opportunities for business partners, all meals and general sessions (including keynotes) will be held in the Diamond Ballroom/Expo space.



CONFERENCE APP AD SPACE

LeadingAge Nebraska will be using a conference app for the 2025 Annual Conference & Expo. All exhibitor names, logos and contact information will be listed in the app. For Platinum, Gold & Silver Business Associates a full description will be listed. Platinum Business Associates will receive premium ad space; Gold Business Associates will receive ad space at no additional charge. Additional banner ads are available to Silver & Bronze members at the prices listed below.

CONFERENCE APP ARTWORK SUBMISSION

If not submitted with registration, all ads are due Friday, January 31, 2025. Please email artwork to Natalie at natalie.mccormick@leadingagene.org.

APP BANNER AD SPECIFICATIONS

- Ads will follow the IAB spec for mobile banner ads
- Ads must be 640px x 100px or 960px x 150px (for retina displays)
- Max files size: 50KB, File types: GIF, JPG, PNG
- No background transparency
- Ads will have an X on the top right that can hide the ad for the current page view
- The x is 14px square, the x has a touch target of 24px and is semitransparent (#000000 at 40%)

CONFERENCE APP BANNER AD COST

- \$0 for premium banner ad + logo(s) for Platinum Business Associates
- \$0 for banner ad for Gold Business Associates
- \$250 for banner ad for Silver Business Associates
- \$500 for banner ad for Bronze Business Associates
- App advertising not available for non-members

EXHIBITOR MEALS

Note that breakfast will be provided by the Comfort Inn for those staying at the conference hotel. A light breakfast will also be available in the Expo Ballroom by 8:00 am for those not staying at the Comfort Inn on Wednesday morning. Lunch will be served in the Expo space (the Diamond Ballroom).

SHIPPING & LOADING INFORMATION

Shipments will not be accepted more than 5 days prior to the start of the conference. If you need to ship items, address packages to Younes Conference Center South, 416 Talmage Road, Kearney, NE 68845. Please mark materials "LeadingAge Nebraska Annual Conference & Expo." It is also recommended that you mark multiple package shipments (1 of 4, 2 of 4, etc.) The Younes Conference Center South phone number is 308-234-7300.

MORE INFORMATION

For questions or additional information, contact Natalie McCormick at LeadingAge Nebraska at natalie.mccormick@leadingagene.org or call (402) 327-9252.

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