

LeadingAge[™]
New Jersey

**2012 Annual Meeting
and Exhibition**

May 7 – May 9, 2012

Bally's Hotel & Resort
Atlantic City, New Jersey

serve



inspire

advocate

Exhibit Prospectus
Exhibitor Contract Enclosed



LeadingAge New Jersey is the statewide association of not-for-profit senior care organizations and is dedicated to advancing quality aging services in New Jersey through advocacy, education and fellowship. Founded in 1931, LeadingAge New Jersey and its members believe in affirming the enduring value of our elders to society, to family and to the community; promoting quality, stewardship and choice in aging services; advancing mission driven values, compassionate services and public trust; being accountable to those we serve; and developing ethical leadership.

LeadingAge New Jersey represents not-for-profit nursing homes, assisted living residences, residential health care centers, independent senior housing, and continuing care retirement communities throughout the entire state of New Jersey. LeadingAge New Jersey serves over 140 member communities, many of which are supported through religious, fraternal and governmental sponsorship. In support of its mission, LeadingAge New Jersey encourages collaboration with businesses, communities, state and local government, and other public and private entities also committed to enhancing quality of life for the senior citizens of New Jersey.

LeadingAge New Jersey is a state partner of **LeadingAge**.



Who We Are

Our membership base represents the continuum of the aging services:

- Assisted living residences
- Continuing care retirement communities
- Nursing homes
- Community service programs
- Senior housing
- Adult residential facilities
- In-home care
- Transportation
- Wellness centers
- Hospice care
- Pharmacies
- Rehabilitation/therapy facilities
- Home and community-based services

Conference Attendees include:

- Administrators
- Chief Executive Officers
- C-suite Professionals
- Housing Managers
- Board Members, Directors of Nursing
- Department Heads
- And key Health Care Professionals involved in providing care and services to the elderly in long-term and senior housing settings.

What We Buy

LeadingAge New Jersey members spend millions of dollars annually on:

- Accounting
- Adult Day
- Architecture/Construction/Interior Design
- Association/Education Services/Publishers
- Banking & Financial Services
- Bathing
- Building Equipment
- Communication Services
- Computer/Data Management
- Consulting
- Development Services
- Emergency Response Systems/Wander & Fall Prevention
- Executive Search
- Facility Management
- Flooring
- Food Management
- Furniture
- Housekeeping
- Identification Systems
- Insurance
- Lifts
- Maintenance Supplies/Services
- Medical Supplies, Products & Services
- Marketing/PR Management
- Nutrition and food services
- Pharmaceutical Services
- Rehabilitation & Therapy Services
- Residential Care & Personal Products
- Safety
- Security
- Signs
- Technology-Assisted Devices
- Telehealth
- Transportation
- Uniforms
- Video Entertainment
- Wellness

Tell Me More About the LeadingAge New Jersey Annual Meeting

Nothing tops the LeadingAge New Jersey Annual Meeting & Exhibition for exposure to New Jersey's aging services leaders who can decide what and how much to buy. Each spring this premier event for aging services organizations in New Jersey attracts more than 350 top executives and senior managers. The result: an unmatched opportunity for you to connect with New Jersey CEOs, administrators, executive directors, CFOs, CIOs, COOs, trustees, purchasing directors and others with the power to buy your product or service.

That purchasing power translates into sales for you! So why not take advantage of this opportunity to get your message in front of the people who can make a difference to your business.

Schedule of Events

Monday, May 7

Exhibitor Set-Up	12:00 – 5:00 p.m.
Welcome Reception – Held in Exhibit Hall	5:30 – 7:30 p.m.

Tuesday, May 8

Breakfast in Exhibit Hall with Attendees	7:30 – 8:45 a.m.
Keynote – General Session	9:00 – 10:00 a.m.
Education Breakout Sessions	10:15 – 11:45 a.m.
Lunch in Exhibit Hall	12:00 – 2:00 p.m.
Exhibitor Tear-Down	2:15 – 5:00 p.m.
Education Breakout Sessions	2:15 – 3:45 p.m.
General Membership Meeting	4:00 – 5:30 p.m.
LeadingAge New Jersey Awards Presentation	4:00 – 5:30 p.m.
LeadingAge New Jersey Networking Reception	5:30 – 7:00 p.m.

Wednesday, May 9

Continental Breakfast	8:00 – 8:30 a.m.
Keystone – General Session	8:30 – 9:45 a.m.
Education Breakout Sessions	10:00 a.m. – 11:30 p.m.
Education Breakout Sessions	11:45 a.m. – 1:15 p.m.
Lunch-on-the-Go	1:15 – 1:45 p.m.

Each Booth Includes:

- 10' by 10' booth space including pipe and drape and an ID sign
- Participation in the Welcome Reception and other networking events
- Access to all educational sessions and general sessions
- Listing and product description in the Membership Directory
- Updated list of conference attendees including mailing information



I'm in. What Do I Do Next?

1. Review Floorplan
2. Select your booth choices
3. Complete the exhibitor contract form
4. Mail, Fax or E-mail to:
Attn: Darlene Arden
LeadingAge New Jersey
13 Roszel Road, Suite C-200
Princeton, NJ 08540
FAX: 609-452-2907
darden@LeadingAgeNJ.org

LeadingAge New Jersey 2011 Exhibitor List

Take a Look at Who Joined us in 2011

4BestSolar, LLC	HomeFree, Inc.	Pharma-Care, Inc.
6N Systems, Inc.	HUR Health and Fitness Equipment	Pharmcare USA
Accelerated Care Plus	ICA Risk Management & Consultants	Phoenix Contract Inc.
AFLAC	Insurance Restoration Specialists	Platinum Health Services
Alert Ambulance Services	It's Never 2 Late	Precision Health Inc.
allRisk Property Damage Experts	Joerns Healthcare	Premier Healthcare Resources
American Bus and Coach	Johnson, Kendall & Johnson	PRISM
American Medical Technologies	KDA Architects	Prism Medical USA
AOD Software	Kitchen & Associates Architectural Services	Raymond James & Associates
Arcola Bus Sales	Kwalu	RehabCare
Arthur J. Gallagher & Co.	Larson Allen, LLP	Renovative Bath Systems
Beneficial Bank	Law Offices of David S. Barmak, LLC	Reliable Health Systems
Best Bath Systems	LeadingAge	RLPS Architects (Reese, Lower, Patrick & Scott Architects)
Birdsall Services Group	Learning Harbor, Inc.	RushKing Promotions
Campus Call Systems	LECESSE Construction Services, Inc.	Schindler Elevator Corporation
Care Alternatives Hospice	Lenhardt Rodgers Architects	Select Medical Rehabilitation Services
CareWear Fashions LLC	Lewis-Chester Associates, Inc.	Select Rehabilitation, Inc.
Catholic Health East Senior Services Mgmt.	Life Choice Hospice	Senior Planning Services
ChemRx NJ	LINTECH	Senior TV
Creative Laundry Systems	Longtree & Associates, LLC	SigmaCare
Design Ideas Group Architects	LTC Consulting Services	Silverchair Learning Systems
Digital Care Systems, Inc.	Maven Medical	Sodexo Senior Living
Discover RX	Med-Care	South Jersey Energy Company
Donnelly Wagner Architects, LLC	Med-Mizer	Spiezle Architectural Group, Inc.
EnduraCare Therapy Management	MedTalents, Inc.	Standard Medical Supply, Inc.
FCM Consulting Group	MeSH Background Screening Services	Stein Hospice
The Friend Insurance Company	Mobilex USA	Streamline HR Management
Gem Ambulance	Morgan Stanley Smith Barney	Sundance Rehabilitation
Genesis Rehab Services	Morrison	Sweetwater Construction Corp.
H & R Healthcare	National Pasteurized Eggs, Inc.	Tender Touch Rehab Services
Hamlyn Senior Marketing	Nutrition Management	Upstairs Solutions LTC
Healthcare Services Group, Inc.	NJADONA/LTC	Value-U-Care
Healthcare Quality Strategies	NJ Housing & Mortgage Finance Agency	VRI
HealthTrac, Inc.	NK Architects	The Weston Group
Herbert J. Sims & Co., Inc.	Office of the Ombudsman for the Institutionalized Elderly	WhisperGLIDE Swing Co.
Hickory Bathing and Healthcare Solutions	Omnicare	Windmill Software Inc.
Hill-Rom	Omnicare Long Term Care Group	Wolffington Body Co., Inc.
Hillyard, Inc.	ParenteBeard	Ziegler
Hirsh Wolf/HUB International NE	Partners Pharmacy	Zimmet Healthcare

Exhibitor Notes

The show is open for 1 ½ days, Monday, May 7 and Tuesday, May 8. Set up for vendors will be on Monday, from 12:00 – 5:00 p.m. Atlantic Exposition Services will be available at that time. The exhibit hall opens promptly at 5:30 p.m. on Monday, May 7, and again at 7:30 a.m. on Tuesday, May 8. The exhibit hall will close on Tuesday, May 8 at 2:00 p.m. **No exhibits shall be dismantled or removed prior to this time for any reason. If an exhibit is dismantled prior to the close of show, said exhibitor(s) may be prohibited from attending LeadingAge New Jersey's 2013 exhibition.** See the full schedule on page 1 for specific event times. The exhibition hall will be closed during non-exhibit hours.

Booth Construction

Booth space measures 10' wide x 10' deep; exhibits must conform to the size of the space and must not obstruct other booths.

Security

Although limited security will be provided, exhibitors must provide for the security of their goods, materials, equipment and general display at all times. LeadingAge New Jersey will not be responsible for the loss or damage of any material for any cause.

Program Listing

To be listed in the membership directory, exhibitor contracts must be received in the LeadingAge New Jersey office by March 20, 2012.

Meals and Miscellaneous

LeadingAge New Jersey's continental breakfast, lunch and the welcome receptions on May 7 and May 8 are complimentary to all exhibitors. We encourage attendees to dress in casual, comfortable clothing; however, a majority will wear business attire during the meeting. An overview of activities is noted on the page 3. A copy of the brochure with a schedule of activities will be available for viewing on the LeadingAge New Jersey web site: www.leadingagenj.org.

Service Kit

Atlantic Exposition Services, Inc. is the official exhibit service company for the show. An exhibitor kit will be mailed to each vendor once a completed registration form with deposit payment is received in the LeadingAge New Jersey office. The kit will include rates and order forms for all installation and dismantling services.

Electrical outlets and furniture (**i.e., tables, chairs, etc. are not included**) must be ordered through Atlantic Exposition (no free outlets are provided). Information will be included regarding labor and drayage rates. To contact Atlantic directly, call (609) 272-1600.

Exhibitor Personnel

Each exhibitor is permitted four (4) representatives per booth in the exhibit hall at any one time. Additional badges may be purchased at a fee of \$75 per badge.

LeadingAge New Jersey Contract

Any questions about the LeadingAge New Jersey Exhibition should be directed to:

Darlene Arden
Phone: (609) 452-1161
E-mail: darden@leadingagenj.org

Mailing Address:
LeadingAge New Jersey
13 Roszel Road, Suite C-200
Princeton, New Jersey 08540

Cancellation Policy

Management will make every effort to assign requested space but does not guarantee such assignment. Space will be assigned on a first come, first served basis until all booth locations are assigned. Cancellation of exhibit space in writing which is postmarked by March 15, 2012 will guarantee a full refund if the booth is resold; cancellation postmarked after March 15, 2012 will result in a 50% refund if the booth is resold, cancellation after March 30, 2012 will result in no refund.



Advertising and Sponsorship Opportunities

Advertise in the Membership Directory

All ads should be sent electronically. PDF files saved for print (high resolution) are the preferred format. For other supported formats, please e-mail **Amy Greenbaum** at agreenbaum@LeadingAgeNJ.org. Full color will only be accepted for premium and preferred ads. If you send a full color ad for a half or quarter page size, it will be converted to black and white. Camera ready copy is also accepted for black and white ads.

Premium Full Page		Preferred Full Page (Page before each tab)		Advertising Section	
Outside Back Cover	\$1,100			Full Page	\$600
Inside Front Cover	\$1,050	Color	\$850	Half Page	\$300
First Inside Page	\$1,050	Black & White	\$750	Quarter Page	\$200
Inside Back Cover	\$1,000				

Full Page 4 1/2" x 7 1/2"	Half Page Horizontal 4 1/2" x 3 1/2"
	Quarter Page 2" x 4 1/2"

Sponsorship Opportunities

(please note: sponsorship opportunities may not be split among businesses)

Premier Event Sponsorship — \$7,500 (limited to three)

Includes a complimentary full-page color ad in the LeadingAge New Jersey Membership Directory Annual Meeting Edition; sponsorship signage throughout the Annual Meeting; complimentary Exhibit Booth with sign acknowledging Premier Event Sponsorship; acknowledgement in all conference materials; recognition at the Opening and Closing General Sessions; and recognition on LeadingAge New Jersey website.

Tote Bags — \$3,500 (limited to one)

Includes company name and logo on the bag; acknowledgement of sponsorship in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

LeadingAge NJ Reception — \$3,000 (Tuesday/May 8th)

Includes a sign at the entrance to the Reception and verbal acknowledgement at the event; acknowledgement of sponsorship in the Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

Schedule-at-a-Glance — \$2,500 (limited to one)

Your company's name and logo on the Schedule-at-a-Glance (used extensively throughout the conference); acknowledgement of sponsorship in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

Exhibitor's Welcome Reception — \$2,500

(Monday Evening/May 7th)
Includes a sign at the entrance to the Welcome Reception and verbal acknowledgement at the event; acknowledgement of sponsorship in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

Continental Breakfast — \$2,500

(Tuesday/May 8th or Wednesday/May 9th)
Includes a sign at the chosen breakfast; acknowledgement of sponsorship in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

General Session — \$2,500

(Tuesday/May 8th or Wednesday/May 9th)
Includes a sign at the event; acknowledgement in the LeadingAge New Jersey Membership Directory Annual Meeting Edition; introductory remarks at the General Session and introduction of speaker; acknowledgement of sponsorship at Exhibit Booth (if applicable); in all conference materials; and recognition on the LeadingAge New Jersey website.

Lanyards — \$2,000 [plus the cost of the lanyard] (limited to one)

Includes your company name and logo; acknowledgement in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

Lunch-to Go! — \$2,000 (Wednesday/May 9th) (limited to one)

Includes company logo on Lunch-to-Go! packaging & insertion of company business card; acknowledgement in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

Entertainment Sponsor — \$2,000

Entertainment, chosen by LeadingAge New Jersey, to enhance the Annual Meeting receptions. Includes a sign at the selected event; acknowledgement in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on the LeadingAge New Jersey website.

Exhibit Hall Lunch — \$1,500 (Tuesday/May 8th)

Sponsorship includes a sign; acknowledgement in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

Water Station(s) — \$1,000

Sponsorship includes a sign at the station(s); acknowledgement of sponsorship in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

Pens — \$500 (to be provided by sponsor) (limited to one)

Includes your company name and logo; acknowledgement in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

Notepads — \$500 (to be provided by sponsor) (limited to one)

Includes your company name and logo; acknowledgement in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

Education Session — \$500

Includes signage outside of education session; acknowledgement of sponsorship in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website.

Individual Award — \$500 per Award

Sponsorship includes participation in the presentation of awards at the General Session on Tuesday/May 8th, signage outside Session area; acknowledgement of sponsorship in the LeadingAge New Jersey Membership Directory Annual Meeting Edition, at Exhibit Booth (if applicable), in all conference materials and recognition on LeadingAge New Jersey website. Individual Awards choices include: Distinguished Service, Professional of the Year, Innovation of the Year, Community

LeadingAge New Jersey 2012 Exhibition Exhibitor Contract

May 7 – 9, 2012 | Bally's Hotel & Resort | Atlantic City, New Jersey

PLEASE PRINT CLEARLY

FIRM NAME			
ADDRESS			
CITY		STATE	ZIP
PHONE		FAX	
WEBSITE			
CONTACT PERSON TO RECEIVE ALL ADVANCE MATERIALS			
ADDRESS			
CITY		STATE	ZIP
PHONE		FAX	
EMAIL			
NAME BADGE INFORMATION			
<small>Please provide the first and last name of each attending exhibitor (up to four) that will be representing your company NOTE: should you require more than the allotted four badges, additional badges may be purchased at a fee of \$75 per badge.</small>			
1.		3.	
2.		4.	
BOOTH LOCATION	1st Choice _____	2nd Choice _____	3rd Choice _____

MEMBERSHIP DIRECTORY LISTING	
FIRM NAME (IF DIFFERENT FROM ABOVE)	
FIRM CONTACT	
PRODUCT DESCRIPTION (25 WORDS OR LESS)	

LeadingAge New Jersey cannot guarantee but will do its best to keep competitors separated. Please note those competitors.

The undersigned applies for exhibit space at the LeadingAge New Jersey 2012 Annual Meeting and Exhibition to be held at Bally's Hotel & Resort on May 7 and May 8, 2012. **Full Payment in the form of a check (made payable to LeadingAge New Jersey) or credit card information is required to receive confirmation of Booth Space.** In order for the company to be included in the LeadingAge New Jersey Membership Directory, contracts must be submitted no later than Friday, March 30, 2012.

Application is hereby made for the above indicated space. Management will make every effort to assign requested space, but does not guarantee such assignment. Space will be assigned on a first-come, first-served basis until all locations are assigned. Cancellation or reduction of exhibit space in writing which is postmarked by March 15, 2012 will guarantee a full refund of monies paid if booth is resold; cancellation or reduction in writing after March 15, 2012 will result in a 50% refund if booth is resold; and cancellation after March 30, 2012 will result in no refund.

Paying by Check

Make check payable to LeadingAge New Jersey and mail with completed contract to:

Attn: Darlene Arden
LeadingAge New Jersey
13 Roszel Road, Suite C-200
Princeton, NJ 08540

Paying by Credit Card

Please fax the completed form with Credit Card payment information to:

LeadingAge New Jersey
Attn: Darlene Arden
Fax Number: (609) 452-2907

Check One

Visa American Express Master Card Check # _____

Card Number _____ Security Code _____

Exp. Date _____ Name on Card (please print) _____

Signature _____ Date _____

Booth Fees	Member	Member Premium	Non-Member	Non-Member Premium
REGULAR	<input type="checkbox"/> \$680	<input type="checkbox"/> \$780	<input type="checkbox"/> \$930	<input type="checkbox"/> \$1,080
EARLY BIRD	<input type="checkbox"/> \$615	<input type="checkbox"/> \$705	<input type="checkbox"/> \$840	<input type="checkbox"/> \$975

Early bird applies to contracts received and paid in full by January 15, 2012

Advertising Fees

Premium Full Page	<input type="checkbox"/> Outside Back Cover \$1,100	<input type="checkbox"/> Inside Front Cover \$1,050	<input type="checkbox"/> First Inside Page \$1,050	<input type="checkbox"/> Inside Back Cover \$1,000
Preferred Full Page (Page before each tab)	<input type="checkbox"/> Color \$850	<input type="checkbox"/> Black & White \$750		
Advertising Section	<input type="checkbox"/> Full Page \$600	<input type="checkbox"/> Half Page \$300	<input type="checkbox"/> Quarter Page \$200	

Sponsorship Fees Sponsorship _____ Fee \$ _____

Total Costs:	\$ _____	Booth Fee
	\$ _____	Advertising
	\$ _____	Sponsorship
	\$ _____	TOTAL

Exhibit Terms and Conditions

A. SPACE RENTAL

1. Standard Booth Reservations: This contract for use of space which provides an eight-foot high fire retardant back wall drapery and three-foot high side rails with drapery, a standard booth sign carrying the exhibitor's name, a booth number, security guard service and aisle cleaning.

2. Space Assignment: Initial space assignments take place on site at the previous year's conference. All contracts received thereafter will be assigned space based on the date of receipt of contract and/or special needs; in all cases, efforts will be made to assign space in as close compliance as possible with applicants' choices.

3. Floor Plan: All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. LeadingAge New Jersey reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibit program.

4. Cancellation of Show: LeadingAge New Jersey, its agents and employees will not be liable for failure to hold the Exposition as scheduled. Payments for exhibit space will be returned in that event except that any actual expenses incurred in connection with the exposition will be deducted if the exposition is called off 90 days or fewer prior to the opening date because of fire, or any acts of God, or public enemy, or strike, or epidemic, or any law, or regulation, or public authority, or any other cause, which makes it impossible or impracticable to hold the exposition.

5. Furnishings: Furniture, and/or additional draping, accessories, signs, electrical outlets, etc., are the sole responsibility of the exhibitor and should be ordered in advance from the official service contractor on the forms that will be provided. Table coverings as well as all equipment must be of nonflammable material. Carpet is required. Failure to adhere to these guidelines may result in adjustments to exhibit booth on site.

6. Change of Dates and Location: LeadingAge New Jersey reserves the right to change the dates and location of this exhibit and will provide prompt advance notice to Exhibitor of such change. To the extent practicable, LeadingAge New Jersey will provide Exhibitor with comparable booth space in the new location. If Exhibitor opts to cancel its reservation of booth space due to such change, LeadingAge New Jersey will provide refunds in accordance with the cancellation policy stated in Section B below.

7. Height Regulations: Height Limit of the exhibit booth is 8 ft.

8. Hanging Banners: Exhibitor must have a free standing booth of minimum size 20' x 20'; the bottom of the banner cannot be higher than 18" above top of the exhibit booth; The banner cannot be deeper than 24"; The banner cannot extend into the aisle.

B. CANCELLATION OF DEMONSTRATION CONTRACT/FAILURE TO PAY

1. Cancellation: No cancellation shall be acknowledged until written notice has been received by LeadingAge New Jersey.

2. Cancellation Policy: Cancellation of exhibit space in writing which is postmarked by March 15, 2012 will guarantee a full refund if the booth is resold; cancellation postmarked after March 15, 2012 will result in a 50% refund if the booth is resold, cancellation after March 30, 2012 will result in no refund.

3. LeadingAge New Jersey reserves the right to terminate and cancel a contract with an exhibitor at any time for any reason. In the event LeadingAge New Jersey exercises this right, the exhibitor's sole remedy shall be limited to a refund of fees paid to LeadingAge New Jersey pursuant to the Application for Exhibit Space.

C. CONSTRUCTION, INSTALLATION AND USE OF EXHIBITS AND EXHIBIT FACILITIES

1. Acceptability of Demonstration Space: All exhibits shall be to serve the interests of the members of LeadingAge New Jersey and its affiliates and shall be operated in a way that will not detract from other exhibits, the exposition, or the annual meeting as a whole. LeadingAge New Jersey reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of the association. Products and services offered by responsible companies that are not related to the care of the aging, but are of interest to LeadingAge New Jersey members, may exhibit, at the discretion of LeadingAge New Jersey, but will not be assigned space until all related companies receive their assignments.

2. Restriction on Selling: The LeadingAge New Jersey exposition is for educational and informational purposes only. Sales may not be made nor orders consummated at any of the exposition facilities unless preapproved by LeadingAge New Jersey.

3. Music: The playing or use of any form of music is strictly forbidden in the Exposition Hall(s). The exhibitor agrees to comply with the restrictions set by Exhibit Management on sound volume.

4. Restrictions on Use of Space: Exhibit booths must be maintained by at least one company representative at all times during show hours. No exhibitor shall sublet, assign, or share any part of the space allocated to him without the written consent of LeadingAge New Jersey. Solicitation or demonstrations must be confined within the bounds of their own respective booths. Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional material. Exhibits, signs and displays are also prohibited in any of the public spaces or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of hotels. Operation of sound devices is allowed if the exhibitor complies with restrictions on loud volume.

5. Construction of Demonstrations/Exhibits: Exhibits shall be constructed and arranged in the area not more than three feet forward of the back wall of the booth and in this area up to a height not to exceed eight feet from the exhibit floor. All parts of the exhibit in any portion of the booth beyond three feet from the booth back wall shall be placed not to exceed the height of the dividing side rails (36"). Advertising, logos, signs and exhibit structure shall not exceed the eight-foot height limit. Failure to adhere to these guidelines may result in adjustments to exhibit booth on site.

6. Appearance of Exhibits: Any part of the exhibit which does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor's expense. LeadingAge New Jersey reserves the right to have such finishing done and to bill the exhibitor for charges incurred.

7. Installation and Dismantlement of Exhibits: All installation and dismantlement of exhibits must be carried out during the time indicated in the accompanying exhibit information. No exhibits may be erected after the exhibition opens or be dismantled before the official closing time. It is the responsibility of the exhibitor to see that all his or her materials are delivered to the exhibit hall by the specified deadline. Should the exhibitor fail to remove his or her exhibit, this removal will be arranged by LeadingAge New Jersey at the expense of the exhibitor. All empty crates, upon erection of the display, shall be labeled as such and properly identified with company name and booth number for removal by the official drayer from the exhibit floor. All empty crates and cartons must be properly identified to facilitate their delivery by the drayer at the close of the show. Should any exhibitor breakdown prior to the close of the event, there will be a penalty charge of \$500.00.

8. Failure to Occupy Space: Space not occupied by the close of the exhibit installation period as specified in the accompanying material will be forfeited by the exhibitor and this space may be resold, reassigned, or used by LeadingAge New Jersey. If the exhibit is on hand, LeadingAge New Jersey reserves the right to assign labor to set up any display that is not in the process of being erected by the given deadline and to instruct that the exhibitor be billed for all charges thus incurred.

9. Drayage: Advance shipments of exhibit material must be made to the official drayage company as indicated in additional information. The exhibit facility cannot accept direct shipments. Should any shipments be made directly to the facility, they will be removed by the authorized drayage company and stored until the facility is ready to accept material for the exhibition and all costs involved will be charged to the exhibitor concerned.

10. Labor: Exhibitors shall employ only accredited labor personnel for all work other than that properly handled by their own personnel in accordance with local labor regulations. Information regarding specific regulations which are applicable may be obtained from the official service contractor. Display men, painters, carpenters, electricians, and other skilled labor can be arranged through the official service contractor at established rates. If a contractor other than the official service contractor is used to set up, erect, or dismantle the exhibit, LeadingAge New Jersey must be notified and be in receipt of a General

Insurance Certificate at least thirty (30) days prior to the official move-in date, or the contractor will not be permitted to service the exhibit.

11. Fire and Safety Regulations:

(A) Fire regulations require all display material used for decoration to be flameproof. Any/all electrical equipment, including signs and lights, shall be in good operable condition and be able to pass the inspection of the local Fire Underwriters Inspection Bureau. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention and public safety while participating in this exposition. No combustible material shall be stored in or around exhibitor booths.

(B) The use of flammable materials necessary to the purpose of the exhibit where no other alternative can be used must first be brought to the attention of LeadingAge New Jersey, in writing, no fewer than 90 days before the exposition's opening, for approval.

12. Vehicles on Static Display: Vehicles may not be displayed without the prior written approval of the local public safety department. Any fuel-powered vehicle on static display must have not more than ¼ of a tank or five gallons (whichever is less). The gas cap must be locked or sealed with tape; batteries must be disconnected with the cable ends taped over to prevent sparking. Vehicles may not be started, run or moved during event hours.

D. SECURITY/LIABILITIES/INSURANCE

1. Security: LeadingAge New Jersey will provide security guards during the closed hours of the exposition, but the furnishing of such service shall not be construed to be any assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor. After show hours, only those exhibitors properly identified and with the permission of LeadingAge New Jersey may enter the exhibit hall.

2. Liability: Neither will LeadingAge New Jersey, nor the official service contractor, nor the exhibit facility, their members, representatives and/or employees be responsible for injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period covered by this application/contract.

3. Damage to Exhibit Facilities: The exhibitor must surrender space occupied by the exhibitor in the same condition it was in at commencement of occupation. The exhibitor or the exhibitor's agent shall not injure or deface the walls, columns, or floors of the exhibit facilities, nor the booths or the equipment or furniture of the booths. When such damage appears, the exhibitor shall be liable to the owners of the property damaged. Additionally, the exhibitor agrees to protect, save and hold harmless LeadingAge New Jersey, its agents and the convention facility of and from all loss, liability and/or damage whatsoever caused to the facility housing the exposition, or any part thereof, directly or indirectly.

4. Damage to inadequately packed property is the exhibitor's own responsibility.

5. Insurance: Exhibitors agree to maintain such insurance as will fully protect LeadingAge New Jersey from any and all claims of any nature whatsoever, including claims under the Worker's Compensation Act, and for personal injury, including death which may arise in connection with the installation, operation, or dismantlement of the exhibitor's display. Exhibitors are advised to add to their existing insurance a portal-to-portal rider at a normal cost, protecting them against the loss-damage to their material by fire, theft, accident, etc.

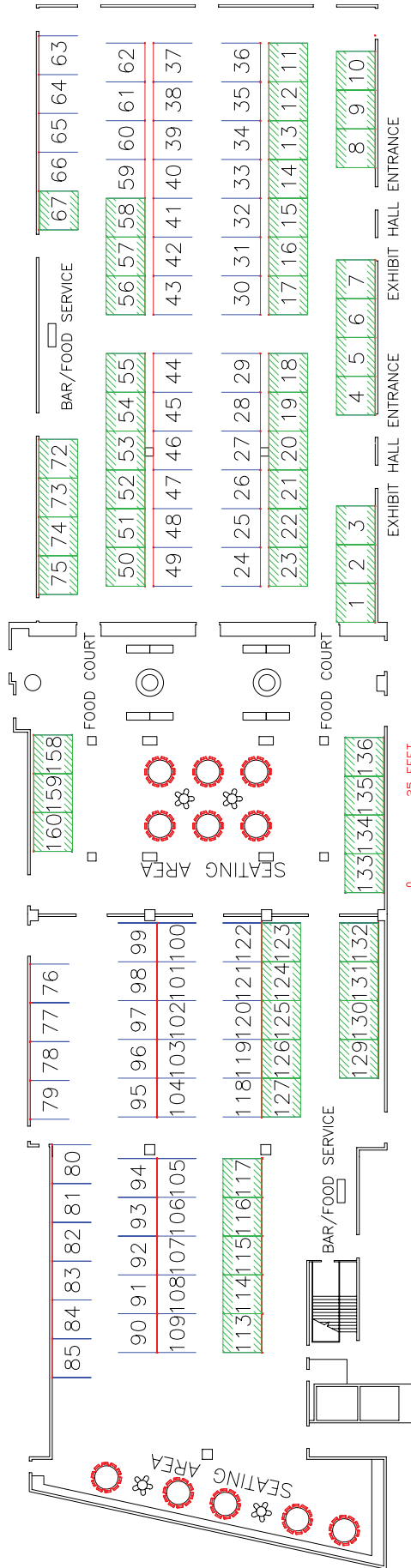
E. AMENDMENT, APPLICABLE LAW AND FORUM

Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of LeadingAge New Jersey. The aforementioned items covered by this contract may be amended at any time by LeadingAge New Jersey in the interest of the exposition, and notice thereof shall be binding on exhibitors equally with the foregoing rules set forth in this contract. This contract shall be governed by and construed in accordance with the laws of New Jersey, and any dispute concerning this contract shall be decided in a court of competent jurisdiction within the state of New Jersey.

Exhibitor Floor Plan

LeadingAge New Jersey 2012 Annual Meeting and Exhibition
May 7- May 9, 2012

Bally's Hotel & Resort • Atlantic City, New Jersey



GREEN HATCHED BOOTHS ARE
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