

# 2023 GSLA CONFERENCE & TRADE SHOW



**SUPPORT PROGRAM**

**TRADE SHOW EXHIBITOR PROSPECTUS**

**[WWW.GASLA.ORG](http://WWW.GASLA.ORG)**



## WHY SPONSOR, EXHIBIT, & ADVERTISE

GSLA education and partnership events attract over 1,000 senior living professionals annually. In 2021, the GSLA Conference & Trade Show alone saw more than 400 industry professionals, including C-suite executives, regional directors, executive directors, sales and marketing professionals, clinical staff, operations, maintenance, and more. In 2022 that number grew to over 700! The conference provides attendees with the most up-to-date information on the latest technologies, regulations, best practices, care, and services, plus new ideas to make their work lives manageable. There is lots of fun, food, and events throughout the entire Conference. It is an excellent opportunity to break the barrier with new clients while cultivating relationships with existing partners.

This year we will celebrate 25 years of GSLA and senior living in Georgia. The theme “Beyond all Limits” focuses on building our industry and our businesses back into the visions we once had and all of the places that we can go. We plan on fulfilling ALL SORTS of dreams! Over the few years, senior living communities have survived a pandemic, occupancy issues, a workforce crisis, funding deficits, and much more. Within these poignant conversations, we are going *Beyond all Limits* to improve the lives of seniors in Georgia.

*“The GSLA Trade Show is a highlight of our year. We continue to see our ROI increase year-over-year, and the networking opportunities at this event have been beneficial for lasting industry relationships. The exposure in the exhibit hall and at the social events is worth it every time!”*  
– Matt, 10+ year GSLA exhibitor

### HIGHLIGHTS

- Invitation to the exclusive GSLA Board & C-Suite VIP Area of the Opening Reception, Monday, Oct. 23.
- Expanded Trade Show Hours & Visibility.
- Registration for all education sessions, keynote, plenary, and general sessions, and the Chef’s Competition Luncheon.
- New Industry Provider Award presented at the Annual Awards Luncheon.
- Be part of the Opening Reception | PAC event - join in the Cornhole Tournament, play a few games, sing karaoke, and share a drink or a laugh through non-pressure networking with conference attendees.
- We’re in Savannah with a brand-new Exhibit Hall & Conference location!

### OPPORTUNITIES

- New Marketing Partnerships & Advertising Opportunities are available. Be recognized as a higher-level sponsor for more visibility.
- Invite an industry leader to dinner on Tuesday night, or host your own Savannah-based activity for Provider clients.

### THINGS TO KNOW

- Only 90 Booths available - the show sells out every year.
- Set up: Monday, Oct. 23, 12pm-5pm  
Tear down: Wednesday, Oct. 25, 12pm-5pm
- Three booth location choices can be submitted with your contract.
- Member: \$1,495 / Non-Member: \$2,100  
Payment due immediately.



# SCHEDULE OF EVENTS

\*SUBJECT TO CHANGE

## MONDAY, OCTOBER 23

- 12pm - 5pm Trade Show Registration & Move-In
- 2pm - 5pm GSLA Board Meeting *(by invitation only)*
- 4pm - 6pm Attendee Registration
- 5pm - 7pm OPENING RECEPTION | PAC Fundraising Party with GSLA Board & C-Suite VIP Section *(by invitation only)*



## TUESDAY, OCTOBER 24

- 7:30am Attendee Registration Opens
- 7:30am - 8:45am Exhibit Hall Open - Breakfast & Networking inside of Exhibit Hall
- 8:45am - 10:15am Welcome & Opening Keynote
- 10:30am - 11:30am Education Break Out Sessions (5)
- 11:30am - 1:30pm Exhibit Hall Open - Lunch & Education in Exhibit Hall
- 1:45pm - 2:45pm Education Break Out Sessions (5)
- 2:45pm - 4:00pm Exhibit Hall Open - Coffee Break & Education in Exhibit Hall
- 4:00pm - 5:00pm Education Break Out Sessions (5)
- 5:00pm Networking & Partnership Evening  
Host your Provider clients and potential clients for dinner, drinks, or a Savannah-based outing.



## WEDNESDAY, OCTOBER 25

- 8:00am Attendee Registration Opens
- 8:00am - 9:00am Exhibit Hall Open - Breakfast & Networking inside of Exhibit Hall
- 9:00am - 10:00am Plenary Session
- 10:00am - 12:00pm Exhibit Hall Open - Coffee & Education in Exhibit Hall
- 12:00pm - 1:15pm Chef's Competition
- 12:15pm - 5:00pm Exhibit Hall Breakdown
- 1:30pm - 2:30pm Education Break Out Sessions (5)
- 2:45pm - 3:45pm Closing Session with DCH
- 3:45PM Adjourn
- 4:00pm - 4:30pm PAC RAFFLE





# 2023 GSLA CONFERENCE & TRADE SHOW EXHIBITOR REGISTRATION AGREEMENT

VISIT [WWW.GASLA.ORG](http://WWW.GASLA.ORG) TO RESERVE YOUR BOOTH ONLINE

## COMPANY INFORMATION - as it should appear in the Program Book & on signage

Company Name \_\_\_\_\_

Company Website \_\_\_\_\_ Company Phone \_\_\_\_\_

Company Address \_\_\_\_\_

Product or Service \_\_\_\_\_

Contact Name \_\_\_\_\_

Email \_\_\_\_\_ Cell \_\_\_\_\_

**BOOTH INFORMATION** - All booths include 10 ft x 10 ft. space, 6-ft table, booth carpet, plus two (2) full access attendee registrations. Registration fee includes continental breakfasts, luncheons, breaks, Social Night | PAC Fundraiser, Educational Sessions, Trade Show, limited WiFi access, and access to the GSLA Board & C-Suite VIP section at the Welcome Reception.

Member Booth ..... \$1,495\*  
*Membership dues MUST be current prior to booth registration*

Non-Member Booth ..... \$2,100  
*Accepted after 7/1/2023*

Additional Attendee Registration ... \$200/pp  
*Above 2 provided with Registration*

Annual Membership Dues ..... \$1,000

Electricity at Booth ..... \$100\*\*\*  
*Must be reserved before 10/15/23*

## BOOTH REGISTRATION - Please register our company for the following items:

Item	Price	Quantity	Total
Member Booth <i>*dues must be current at time of registration</i>	\$1,495		
Non-Member Booth <i>- only accepted after 7/1</i>	\$2,100		
Annual Membership Dues <i>- if applicable</i>	\$1,000		
Additional Attendee Registration <i>- above 2 provided</i>	\$200/pp		
Electricity at Booth <i>- if reserved before 10/15</i>	\$100		

Booth Site # Preference (see attached floor plan): 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

## ATTENDEE INFORMATION - Name changes must be submitted to GSLA no later than Friday, October 6.

Print Name	Print Email
<i>Attendees below are not included in general registration and must be added to the final cost.</i>	

To be released of any obligation of this Agreement, written notification of cancellation is required by Friday, August 4, 2023. No refunds will be made for cancellations received after that date.

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_





# 2023 GSLA CONFERENCE & TRADE SHOW EXHIBITOR INFORMATION

VISIT [WWW.GASLA.ORG](http://WWW.GASLA.ORG) TO RESERVE YOUR BOOTH ONLINE

## Location and Schedule

The 2023 GSLA Conference & Trade Show will be held at the Savannah Convention Center (1 International Dr, Savannah, GA 31421). We are extremely pleased to offer GSLA Trade Show exhibitors and attendees a brand new conference location at one of the finest conference facilities in the world. The Trade Show will be in Exhibit Hall A.

Exhibitors receive two (2) full conference registrations, which include (per registrant) all educational sessions, keynote and plenary sessions, two continental breakfasts, two lunches, admission to the Chef's Competition, coffee breaks, Opening Reception | PAC Fundraiser Party, and an exclusive Opening Reception GSLA Board & C-Suite VIP Section wristband. Additional company representatives may attend the Conference & Trade Show at the cost of \$200 per person - to be paid before the Conference begins. You are encouraged to participate in the Opening Reception | PAC Fundraiser Party for conference attendees and exhibitors. This event is a great networking opportunity! On Tuesday evening, plan to connect with Provider Members/clients and potential clients. Host a happy hour, plan a dinner, or participate in a Savannah-based event.

The GSLA Annual Conference & Trade Show will begin on Tuesday, October 24, 2023. Exhibitor set-up & Registration begins at 12:00 p.m., Monday, October 23. All booths must be set up by Tuesday, October 24, at 7:30 a.m. Booths may not be dismantled until 12:15 p.m. on Wednesday, October 25, and breakdown must be completed by 5:00 p.m. Any booth dismantled before this time is subject to a \$250 fine.

## Booth Information

The booths are 10 ft. X 10 ft. A limited number of booths are available. All booths are in prime locations and include a 6-ft. draped table, carpeting, two chairs, a wastebasket, and an identification sign with up to 40 letters and spaces. Electricity is at cost and must be reserved at registration.

Booth spaces are reserved on a first-come, first-served basis. The Exhibitor Registration Agreement Form is included in this packet. Please use this form to reserve your Exhibitor booth and indicate your booth location choices. Once complete, return to GSLA. Booth reservations will only be confirmed with payment. To be included in the Conference Program, your booth reservation must be accompanied by payment in full by Friday, September 22, 2023. This Conference sells out of booth space every year - make your reservation today for the best booth selection!

## Exhibit Space Agreement

The Exhibit Space Agreement is included in this packet. It outlines the necessary rules and regulations required by GSLA and the Savannah Convention Center. Please review this Agreement and return a signed original with your Exhibitor Registration Agreement Form and payment.

## Post-Conference Survey

The week after the GSLA Conference, a post-event survey will be sent to the main contact from all Trade Show exhibitors. Please take time to complete this survey in full, sharing any information that would make the GSLA Conference & Trade Show a better experience and value for our attendees and Trade Show partners.

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# 2023 GSLA CONFERENCE & TRADE SHOW EXHIBITOR INFORMATION

VISIT [WWW.GASLA.ORG](http://WWW.GASLA.ORG) TO RESERVE YOUR BOOTH ONLINE

## EXHIBITOR INFORMATION (Continued)

### Exhibit Hall/Exhibitor Events

#### Monday, October 23, 2023

7 AM - 12 PM – Shepard Exposition Services Move-in  
12 PM - 5 PM – Exhibitor Load-in & Registration  
5 PM - 7 PM – Opening Reception | PAC Fundraiser Party  
with Exclusive (by invitation only) GSLA Board & C-Suite VIP Section

#### Tuesday, October 24, 2023

7:30 AM - 8:45 AM Exhibit Hall Open - Breakfast & Networking in Exhibit Hall  
11:30 AM - 1:30 PM Exhibit Hall Open - Lunch & Education in Exhibit Hall  
2:45 PM - 4pm Exhibit Hall Open - Coffee Break in Exhibit Hall  
5:00 PM pm - Networking & Partnership Evening. Host clients on your own, meet up with other vendors.

#### Wednesday, October 25, 2023

8 AM - 9 AM - Exhibit Hall Open - Breakfast & Networking in Exhibit Hall  
10 AM - 12PM - Exhibit Hall Open - Education, Cooking Demonstrations, & Coffee Break in Exhibit Hall  
12 PM - 1:15 PM - Chef's Competition  
12:15 PM - 5 PM Trade Show Teardown

### Hotel Information

GSLA will have a limited block of hotel rooms reserved for Monday, October 23, through Wednesday, October 25. Details are available on the GSLA Conference website.

### Booth Set-up and Dismantling

Shepard Exposition Services will set up the booth locations by 12 pm. on Monday, October 23, 2023. At that time, Exhibitors may register and are welcome to set up their individual booths. Booths are not to be dismantled until after 12:15 PM on Wednesday, October 25, 2023. Early tear-down will result in a \$250 fine. Exhibitors must complete dismantling no later than 5 pm on Wednesday, October 25, 2023. If you need more time, please see Shepard Exposition Services.

Shepard Exposition Services is available to assist Exhibitors with specific needs such as furniture and freight shipping. To arrange, please call Shepard directly at 404-720-8727.

All exhibitor materials that require shipping must be shipped to Shepard Exposition Services. Do not ship materials directly to Gas South Convention Center. There can be no guarantee for items shipped to the wrong location.

Please contact Shepard Exposition Services at 404-720-8727 for specific services, shipping address, and fees.

## EXHIBIT SPACE AGREEMENT

This Agreement is by and between the Exhibitor named below and the Georgia Senior Living Association, Inc. hereinafter known as GSLA.

The Exhibitor agrees to release, defend, indemnify, and hold GSLA harmless from and against all loss, cost, and expense, including reasonable attorney's fees, for any and all claims for damages and injuries, including death, to persons or property resulting from any cause whatsoever relating to the privileges granted in this Agreement or to the acts or omissions of Exhibitor, its agents, employees, officers, directors, and contractors, and Exhibitor agrees GSLA shall not be liable in any way to the Exhibitor or its agents, employees, officers, directors, and contractors on account of any such damages or injury from any cause whatsoever. It is specifically contemplated by the parties that Exhibitor bears all such liability.

Exhibitor shall abide by and with the "Rules and Regulations" and policies promulgated by GSLA and the law, ordinances, regulations, and rules of the governmental authorities. The "Rules and Regulations" hereof and reasonable amendments thereto are made a part hereof. Amendments, when posted, are incorporated herein by reference.

A \$200 administrative fee will be charged for all cancellation requests received by GSLA. No refund will be made for cancellations received after Friday, **August 4, 2023**.

Savannah Convention Center has 24-hour security access to the exhibit space. Neither GSLA nor Savannah Convention Center can assume responsibility or liability for damage or loss to an exhibit or to an Exhibitor, agent, or employee.

On breach of any term of this Agreement, including incorporated documents, by the Exhibitor, GSLA, at its option, may terminate this Agreement, and all money thereto paid by Exhibitor shall not be refundable.

### Rules and Regulations

Please make sure your employees are familiar with these Rules and Regulations.

1. Exhibit Space. Exhibit space shall be allotted on a "first-come, first-served" basis. GSLA reserves the right to move, reposition, or exclude any exhibit as it deems necessary. Selling and display are allowed only within the designated exhibit space.

2. Character of Exhibit. GSLA reserves the right to decline or prohibit any exhibit or part or element thereof that, in GSLA's sole opinion, is not suitable. This reservation concerns persons, things, conduct, printed material, souvenirs, catalogs, and all other things. Exhibitors only have the right to distribute catalogs, souvenirs, and other matter approved by GSLA from the space(s) occupied by them, but in no other way or location.

3. Exhibition Displays and Other Decorations. All Exhibitors may equip their exhibits with display material and equipment, furniture, lamps, potted plants, flowers, and special set pieces, provided they are not over eight (8) feet high or more than four (4) feet from the background, and in keeping with the general decorative scheme. The Exhibitor will not permit his exhibit to obstruct the view of an exhibit in an adjoining Exhibitor's space, nor permit such exhibit to be placed on or operated in any manner objectionable, in the opinion of GSLA, or its duly authorized agent, to adjacent or surrounding Exhibitors. No ropes or strings may be attached to sprinkler heads or pipes in the building.

## **EXHIBIT SPACE AGREEMENT (CONTINUED)**

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4. **Electronic Media and Loudspeakers.** Electronic media must run without lecture or speaker noise reaching beyond ten (10) feet of the exhibit and must be placed in exhibit space so that spectators watching them will not block the aisle.
  
5. **Giveaways.** Exhibitors will have the right to offer to patrons any such giveaway items as the Exhibitor desires to offer, providing that such giveaway items have no obligation on the part of the patrons and have been approved by GSLA. Drawings for gifts or premiums conducted by Exhibitors must be made before the close of the event. In no case may the Exhibitor use the name of GSLA or the name of any event attendee in any “you have won absolutely free” type mail-out programs. Premiums or gifts won by attendees must be absolutely free with no additional payment of money or conditions attached. Drawings that constitute a lottery in violation of the laws of Georgia will not be permitted. Indiscriminate handing out of literature or promotional material is not permitted; such material may be available on the table space and distributed only upon request in the Exhibitor’s booth area.
  
6. **Subletting of Space.** No Exhibitor will be permitted to sublet the whole or any part of the space rented to it or to display anything not specified in this Agreement. Only the sole Agreement signator and their company can utilize the Exhibit space therein. Exhibitors may not share booth space.
  
7. **Installation and Removal of Exhibits.** Exhibitors will be allowed to set up beginning at 12:00 PM on Monday, October 23, 2023. All exhibits must be completed before 7:30 AM on Tuesday, October 24, 2023. All space not occupied by that time will revert to GSLA, and all payments forfeited. Under no circumstances will goods or equipment be permitted to be moved out until the closing hour of the event, which is 12:15 PM. on Wednesday, October 25, 2023. Any material not removed by 5:00 PM following the official closing of the event may be removed by GSLA, and the Exhibitor shall pay all handling charges, storage, and other charges. Without in any way affecting the obligation of the Exhibitor to pay the cost incurred by GSLA, the Exhibitor hereby grants to GSLA a lien on all property brought into the event space as security for all obligations of the Exhibitors to GSLA.
  
8. **Exhibit Materials.** Any exhibit materials that are shipped must be shipped to SHEPARD EXPOSITION SERVICES. Savannah Convention Center does not have allotted storage space for such materials. Savannah Convention Center has the right to refuse or to charge the Exhibitor accordingly for any boxes or materials shipped directly to them. All Savannah Convention Center storage charges are the sole responsibility of Exhibitor, whether or not Exhibitor has been advised of such charges in advance.
  
9. **Exhibit Maintenance.** Exhibitors are required to keep their exhibit space free of trash, paper, or refuse of any kind to be disposed of in a manner indicated or designated by Gas South Convention Center personnel, applicable governmental authority, and/or GSLA.
  
10. **Employee Responsibility.** The Exhibitor agrees to bear responsibility for the conduct of its agents, contractors, and employees and shall see to it that each such individual is familiar with all rules and regulations.

## **EXHIBIT SPACE AGREEMENT (CONTINUED)**

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11. Alcoholic Beverages. No alcoholic beverages, except those approved by GSLA, and no illegal substances of any sort, as defined by law, are permitted to be brought to or distributed at the event by Exhibitors.
12. Exhibit Hours. Exhibits must be open and staffed during the hours established by GSLA.
13. Damage to Exhibit Area. Exhibitors shall not deface walls or floors with nails, screws, paste, tape, etc. Exhibitor bears the sole responsibility for any such damage.
14. Decorations. Glitter and/or confetti may not be used in any areas of the facility.
15. Offers. Exhibitors shall absolutely not offer any gift, prize, or item(s) for sale which GSLA may consider unacceptable.
16. Decisions. All decisions of GSLA management are final. Rules and regulations are for the benefit and protection of patrons and other Exhibitors and will be enforced.
17. Food & Beverages. Savannah Convention Center must supply all food and beverage items. Exhibitor sample food products may be approved at the discretion of Savannah Convention Center.
18. Electrical Needs. All electrical needs must be indicated when submitting GSLA's Exhibitor Registration Agreement Form. Those not reserved by October 15, 2023 are not guaranteed and will incur an additional \$50 service fee.
19. Personal Items. Gas South Convention Center and GLSA bear no responsibility for personal items that are left unattended in meeting rooms, public areas, or exhibit space.

*The individual signing below warrants he or she is an authorized agent of Exhibitor and has the legal capacity and authority to bind Exhibitor to this Agreement.*

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### **Accepted and Agreed**

Exhibitor Company Name (Please print) \_\_\_\_\_

Name of Authorized Agent for Exhibitor Company (Please print) \_\_\_\_\_

Signature of Authorized Agent for Exhibitor \_\_\_\_\_

Date: \_\_\_\_\_ Phone: \_\_\_\_\_ Cell: \_\_\_\_\_