

# GROUND GROWING

2024 GSLA CONFERENCE & TRADE SHOW      OCTOBER 21 - 23, 2024 | ATL

**SUPPORT PROGRAM**  
*TRADE SHOW EXHIBITOR PROSPECTUS*

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

## WHY SPONSOR, EXHIBIT, & ADVERTISE

GSIA education and partnership events attract over 1,600 senior living professionals annually. 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 a perfect blend of education, partnership, and fun. The GSIA Conference & Trade Show also serves as an excellent platform to break the barrier with new clients while cultivating relationships with existing partners. Over the last three years, we have seen an exponential growth in attendees, making the GSIA Conference & Trade Show the largest of its kind in the southeast. After the significant success of the Conference in Savannah in 2023, the Conference now rotates between the Atlanta and Savannah areas. It is expected that more than 600 Senior Living Professionals will attend.

This year's theme, "Grounded and Growing," symbolizes our industry's unwavering commitment to building strong foundations for exponential growth. GSIA is focused on fostering connections that will serve as the bedrock for our future. Thanks to the relationships and knowledge we share, we are stronger than ever. Despite workforce shortages, funding deficits, and a challenging regulatory environment, GSIA communities have shown resilience. Now, we stand ready to embark on the next phase, enriching the lives of seniors across Georgia.

*"The GSIA 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, 15+ year GSIA exhibitor

### HIGHLIGHTS

- Invitation to the exclusive GSIA Board & C-Suite VIP Reception, Monday, Oct. 21.
- Redesigned Trade Show Flow & Visibility.
- Opportunity to learn with Providers in all education sessions, keynote, plenary, and general sessions, and the Culinary Competition Luncheon.
- Be part of the Opening Reception | PAC event – join in the Cornhole Tournament, play a few games, enjoy music, and share a drink or a laugh through non-pressure networking with Conference attendees.
- Hosted in the beautifully updated Gas South Convention Center and the newly opened Westin Atlanta Gwinnett!

### OPPORTUNITIES

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

### THINGS TO KNOW

- Space is limited – the show sells out every year.
- Set up: Monday, Oct. 21, 12pm–5pm  
Tear down: Wednesday, Oct. 23, 12pm–4pm
- Three booth location choices can be submitted with your contract.
- Member: \$1,600 / Non-Member: \$2,700  
Payment is required to secure a booth.

## SCHEDULE OF EVENTS

\*SUBJECT TO CHANGE

### MONDAY, OCTOBER 21

- 8:30am - 4:00pm Pre-Conference Education
- 12:00pm - 5:00pm Trade Show Registration & Move-In
- 1:00pm - 4:00pm GSLA Board Meeting *(by invitation only)*
- 4:00pm - 5:30pm GSLA Board & C-Suite VIP Reception *(by invitation only)*
- 4:00pm - 6:00pm Attendee Registration
- 5:30pm - 7:30pm OPENING RECEPTION | PAC Fundraising Party

### TUESDAY, OCTOBER 22

- 7:15am Attendee Registration Opens
- 7:15am - 8:30am Exhibit Hall Open - Breakfast & Networking inside of Exhibit Hall
- 8:30am - 10:30am Welcome & Opening Keynote
- 10:45am - 11:45am Education Break Out Sessions I
- 11:45am - 1:45pm Exhibit Hall Open - Lunch & Education in Exhibit Hall
- 2:00pm - 3:00pm Education Break Out Sessions II
- 3:00pm - 4:00pm Exhibit Hall Open - Coffee Break & Education in Exhibit Hall
- 4:15pm - 5:15pm Education Break Out Sessions III
- 5:15pm Networking & Partnership Evening  
 Host your Provider clients and potential clients for dinner, drinks, or outings.

### WEDNESDAY, OCTOBER 23

- 8:00am Attendee Registration Opens
- 8:30am - 10:00am Plated Breakfast with Providers & Keynote
- 10:00am - 12:00pm Exhibit Hall Open - Coffee & Education in Exhibit Hall
- 12:00pm - 1:15pm Culinary Competition & Luncheon
- 12:00pm - 4:00pm Exhibit Hall Breakdown
- 1:30pm - 2:30pm Education Break Out Sessions IV
- 2:45pm - 3:45pm Closing Session with DCH
- 3:45PM Adjourn
- 4:00pm - 4:30pm PAC RAFFLE



# 2024 GSALA CONFERENCE & TRADE SHOW INFORMATION & EXHIBITOR AGREEMENT

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

**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 breakfasts, luncheons, breaks, Welcome Reception, Educational Sessions, Trade Show, limited WiFi access, and invitation (1) to the GSALA Board & C-Suite VIP Reception

**Member Booth** ..... \$1,600  
Membership dues *MUST* be current prior to booth registration

**Non-Member Booth** ..... \$2,700  
Accepted after 7/15/2024

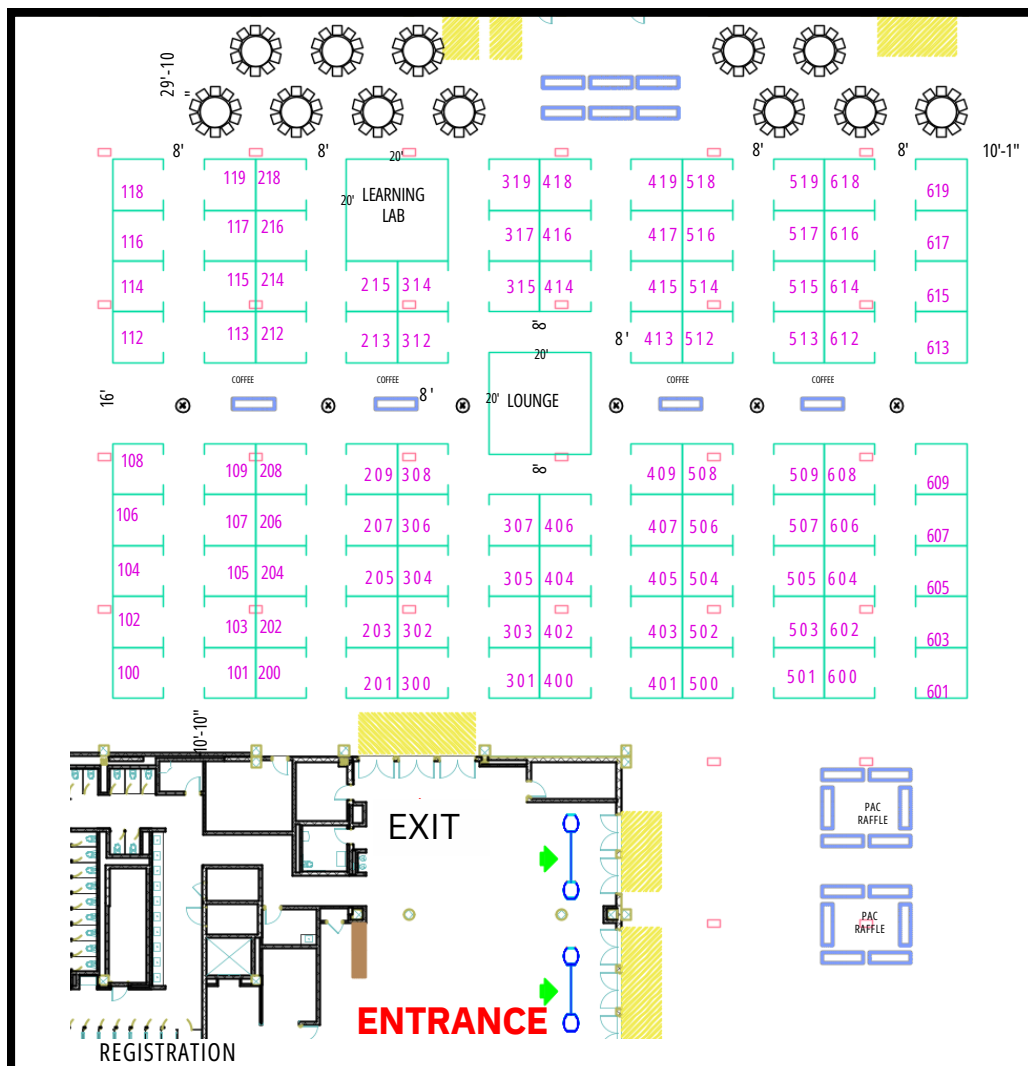
**Additional Attendee Registration** ... \$300/pp  
Above 2 provided with Registration

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

**Electricity at Booth** ..... \$125  
Must be reserved before 10/14/24

**Reserve Your Booth**

## GAS SOUTH CONVENTION CENTER HALLS A & B



# 2024 GSLA CONFERENCE & TRADE SHOW EXHIBITOR INFORMATION

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

## Location and Schedule

The 2024 GSLA Conference & Trade Show will be held at the Gas South Convention Center. We are extremely pleased to offer GSLA Trade Show exhibitors and attendees a new conference location at one of the finest conference facilities in the world. The Trade Show will be in Exhibit Halls A & B.

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 Culinary 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 \$300 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 an Atlanta-based event.

The GSLA Annual Conference & Trade Show will begin on Tuesday, October 22, 2024. Exhibitor set-up & Registration begins at 12:00 p.m., Monday, October 21. All booths must be set up by Tuesday, October 22, at 7:00 a.m. Booths may not be dismantled until 12:00 p.m. on Wednesday, October 23, and breakdown must be completed by 4:00 p.m. Any booth dismantled before this time is subject to a \$400 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 is included in this packet please review this agreement. Please visit [GASLA.ORG](http://GASLA.ORG) to reserve your Exhibitor booth and indicate your booth location preferences. 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 20, 2024. 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 Gas South Convention Center. Please review this Agreement.

## 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.



# 2024 GSALA 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 21, 2024

- 6:30AM - 12PM Services Move-in
- 12PM - 5PM Registration & Exhibitor Load-in
- 4:00PM-5:30PM GSALA Board & C-Suite VIP Reception by invitation only
- 5:30PM - 7:30PM Opening Reception | PAC Fundraiser Party  
with Exclusive (*by invitation only*) GSALA Board & C-Suite VIP Section

##### Tuesday, October 22, 2024

- 7:15AM - 8:30AM Exhibit Hall Open - Breakfast & Networking in Exhibit Hall
- 11:45AM - 1:45PM Exhibit Hall Open - Lunch & Education in Exhibit Hall
- 3:00PM - 4:00PM Exhibit Hall Open - Coffee Break in Exhibit Hall
- 5:15PM Networking & Partnership Evening. Host clients on your own, meet up with other vendors.

##### Wednesday, October 23, 2024

- 8:00AM - 9:00AM Exhibit Hall Open - Breakfast & Networking in Exhibit Hall
- 10:00AM - 12:00PM Exhibit Hall Open - Education, & Coffee Break in Exhibit Hall
- 12:00PM - 1:15PM Culinary Competition & Luncheon
- 12:00PM - 4:00PM Tradeshow Teardown

#### Hotel Information

GSALA will have a limited block of hotel rooms reserved for Monday, October 21, through Wednesday, October 23. Details are available on the GSALA Conference website.

#### Booth Lead Retrieval

Electronic Booth Lead Retrieval is available for this event. Lead retrieval is sold and managed by Event Owl. If you would like to add this service, Event Owl will contact you approximately four weeks before the event. Lead retrieval is not necessary but can add value to your time on the Trade Show floor. Please contact Event Owl with any questions at [brady@eventowl.com](mailto:brady@eventowl.com).

#### Booth Set-up and Dismantling

RPM Services will set up the booth locations by 12 pm. on Monday, October 21, 2024. At that time, Exhibitors may register and are welcome to set up their individual booths. Booths are not to be dismantled until after 12:00 PM on Wednesday, October 23, 2024. Early tear-down will result in a \$400 fine. Exhibitors must complete dismantling no later than 4 pm on Wednesday, October 23, 2024.

All exhibitor materials that require shipping must be shipped to RPM 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 RPM Services at 404-720-8727 for specific services, booth rental options, 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 \$300 administrative fee will be charged for all cancellation requests received by GSLA. No refund will be made for cancellations received after Friday, **August 2, 2024**.

Neither GSLA nor Gas South 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 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 21, 2024. All exhibits must be completed before 7:00 AM on Tuesday, October 22, 2024. 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 12:00 PM. on Wednesday, October 23, 2024. Any material not removed by 4:00 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 RPM SERVICES. Gas South Convention Center does not have allotted storage space for such materials. Gas South Convention Center has the right to refuse or to charge the Exhibitor accordingly for any boxes or materials shipped directly to them. All Gas South 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. Gas South Convention Center must supply all food and beverage items. Exhibitor sample food products may be approved at the discretion of Gas South Convention Center.
18. Electrical Needs. All electrical needs must be indicated when submitting GSLA's Exhibitor Registration Agreement Form. Those not reserved by **October 14, 2024** 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**

**The Exhibitor Company accepts the Agreement above by committing online to Exhibit at the 2024 GSLA Conference & Trade Show. The individual assuming the agreement warrants that they are an authorized agent of the Exhibitor and have the legal capacity and authority to bind the Exhibitor to this Agreement.**

Electronically sign:\_\_\_\_\_