



Harrah's
CHEROKEE
CASINO RESORT

Place Your Bet on Excellence in Senior Living



NCSLA 59th Annual 2020 Convention & Trade Show
September 28-30, 2020 | Harrah's Cherokee Casino Resort



EXHIBITOR PROSPECTUS

We invite your organization to join us for the 59th Annual Trade Show on Sept. 28-29, 2020, at Harrah's Cherokee Casino & Resort in Cherokee, NC. By exhibiting at this event, exhibitors can showcase their products and services to assisted living industry professionals who are at the forefront of assisted living management around North Carolina. NCSLA's mission is to provide leadership & assistance to its members while uniting in fellowship to promote professionalism and high standards with partners who have interest in the aging citizens of our state to ensure quality of life for the residents.

Don't miss this opportunity to exhibit with us. Assisted living professionals will network with exhibitors to find ways to improve facility management, safety-related challenges, resident care and more. This is a great opportunity for vendor organizations to advertise, promote and support the assisted living industry by exhibiting and sponsoring. Increase your visibility today and let your organization be in the spotlight this year.

Vendor relationships are very meaningful to our attendees. They appreciate the dedication and commitment that each exhibitor provides. Our participants respect these partnerships and look forward to seeing your company year after year. We hope to see you in September!

STANDARD BOOTH EQUIPMENT:

Each 10 x 8 booth comes with high back drape, 3 x 10 side drapes, booth identification sign, 8' skirted table, 2 side chairs, shared electrical strip, internet access and a wastebasket.

STANDARD SPONSORSHIP OPPORTUNITIES:

In order to provide a higher level of visibility at the convention, NCSLA offers several sponsorship opportunities. As a sponsor, companies will receive the following benefits:

- Recognition on the convention webpage
- Recognition in the program
- Rights to decorate the sponsored event space with company signage
- Ability to address attendees at the sponsored event
- Permission to place printed materials on tables at the sponsored event

See the Exhibit and Sponsorship Agreement for specific sponsorship opportunities.



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RULES & REGULATIONS:

Assignment of Booth Location

NCSLA reserves the right to exercise its sole discretion in the acceptance or refusal of exhibit space registrations. Booth location will be assigned per the determination of the Convention Committee using registration level, sponsorship, support history, registration date and competitor information.

Payment and Provisions in Case of Default

If the exhibitor fails to pay when due any sum required by the agreement for exhibit space or shall fail to observe or abide by the Rules and Regulations, NCSLA reserves the right to terminate this agreement immediately without refund of any monies previously paid. In order to set up your booth at the convention, your balance must be paid in full. If there is a balance due, exhibitors will need to pay before they can begin setting up their booth display.

Cancellation of Exhibit Space Agreement

Cancellation of exhibit space must be directed in writing to the NCSLA office before Sept. 4, 2020, by 5 pm. There will be a \$200 cancellation fee to process all refunds. No refunds will be made on or after Sept. 5, 2020. In case of fire or the elements, or any other causes beyond the control of the management, the agreement is not binding.

Installation of Exhibit

Installation of exhibit booths will be from 3-11 pm on Mon., Sept. 28, 2020, and 7-11:30 am on Tue., Sept. 29, 2020. All exhibits must be fully set up by 1 pm on Tue., Sept. 29, 2020. After this time, no installation work will be permitted without special permission from NCSLA staff. Trade show hours will be 1:30-4:30 pm.

Removal of Exhibit

Exhibits must be dismantled or removed before 6 pm on Tue., Sept. 29, 2020. If exhibits are not removed by that time, management has the right to remove exhibits and charge the expense to the exhibitor.

Insurance and Liability

It is agreed that NCSLA shall not be liable to exhibitors for any loss, damage or injury to their property contained in such exhibit, or injuries to his person, no matter how sustained, whether from fire, theft, accident or other causes. The exhibitor expressly waives all claims from such loss, damage or injury. Exhibitors may not allow any articles to be brought into the exhibition or any act done on the premise that will invalidate the insurance or increase the premium on the policies held by the hotel or NCSLA. Exhibitors are not permitted to do anything through which act the premises, property or equipment or other exhibitors will be damaged. No signs can be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screw or any other devices that would damage them. Violations will annul the exhibitor's agreement and he/she will be held liable for damages from such violations.

Conduct of Exhibitors

Exhibitors will always conduct themselves in an ethical manner and in conformance with these regulations. NCSLA reserves the right to deny the privileges of the floor to any exhibitors who do not do so. Exhibitor badges are personal, non-transferable and must always be worn.





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NCSLA POLICY AND DISCLAIMERS:

Exhibitor shall be fully responsible to pay for any and all damages to property owned by the hotel or association, which results from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless NCSLA, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from or arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees and business invitees which arise from or out of exhibitor's occupancy and/or use of the exhibition premises, NCSLA or any part thereof.

The exhibitor understands that the NCSLA does not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain such insurance.

NCSLA cannot be held responsible for the cost of a nonrefundable airline ticket or flight change in the event of a course cancellation or the rescheduling of the program. Upon registering in any activity, the participant agrees that NCSLA, and all personnel associated with the program are not responsible or liable for any injuries or other damages sustained by the attendee in connection with the scheduled activity, and the participant hereby releases each of them from any claims against them arising directly or indirectly from any such injury or damage.

The registered exhibitor grants permission to the NCSLA (and its designees and agents) to utilize the exhibitor images, likeness actions and /or statements in any live or recorded audio, video, or photographic display or other transmission, exhibition, publication, or reproduction made of, about, or at, the activity without further authorization or compensation. Registering for any NCSLA event constitutes acceptance of these terms.

EXHIBITOR SCHEDULE:

The 2020 NCSLA Trade Show will be held at the Harrah's Cherokee Casino & Resort in the Event Center. Most food functions will be held in the Exhibit Center or foyer to allow maximum attendee and exhibitor networking time.

Monday, Sept. 28, 2020

3 – 11 pm
5 – 7 pm

Exhibitor Set-up
Attendee/Vendor Reception

Tuesday, Sept. 29, 2020

7 – 11:30 am
12 – 1:30 pm
1:30 – 4:30 pm
4:15 pm
4:30 – 6 pm

Exhibitor Set-up
Attendee/Vendor Luncheon
Exhibit Hall Open
Visit to Win Prize Give-A-Ways
Exhibit Hall Tear Down



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EXHIBITOR AGREEMENT:

Easy online registration is available at www.ncseniorliving.org or complete the registration form below.
Non-member companies are welcome to join NCSLA for a 2020 membership online at www.ncseniorliving.org as an Associate Vendor Member for \$450 before registering for the convention to be eligible for lower registration fees.

Company Name (for listing on convention materials): _____

Pre-Planning Contact Name: _____

Physical Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Company Website: _____

Exhibitor Attendee Names Per Registration Levels Indicated Below:

_____	_____	_____
_____	_____	_____

EXHIBITOR LEVEL OPPORTUNITIES:

Standard Exhibitor Level:

- ☐ \$800 Member ☐ \$1300 Non-member
- 1 – 10 x 8 Standard booth w/table
 - 2 Exhibit hall badges
 - Company listed in program
 - Post-convention attendee registration list
 - Invited to Monday night Attendee/Exhibitor Reception
 - Invited to Pre-Trade Show Attendee/Exhibitor Luncheon

Silver Exhibitor Level:

- ☐ \$1500 Member ☐ \$2000 Non-member
- 1 – 10 x 8 Standard booth w/table
 - 2 Exhibit hall badges
 - 1/4-page color advertisement in program (provided by client by Sept. 4)
 - Company listed in materials & signage
 - Ability to submit a 1-page marketing flyer for convention bags (must mail to NCSLA by Sept. 4)
 - Post-convention attendee registration list
 - Invited to Monday night Attendee/Exhibitor Reception
 - Invited to Pre-Trade Show Attendee/Exhibitor Luncheon

Gold Exhibitor Level:

- ☐ \$2100 Member ☐ \$2600 Non-member
- Up to 2 – 10 x 8 Standard booths w/tables _____ # of Booths
 - 3 Exhibit hall badges
 - 1/2 -page color advertisement in program (provided by client by Sept. 4)
 - Company logo listed in materials & signage
 - Ability to submit a 1-page marketing flyer or small piece for convention bags (must mail to NCSLA by Sept. 4)
 - Pre & post conference attendee registration list
 - Invited to Monday night Attendee/Exhibitor Reception
 - Invited to Pre-Trade Show Attendee/Exhibitor Luncheon
 - Up to 3 seats at the Tuesday night President's Dinner
- ☐ We need _____ seats at President's Dinner

Platinum Exhibitor Level:

- ☐ \$3000 Member ☐ \$3500 Non-member
- Up to 3 – 10 x 8 Standard booths w/tables _____ # of Booths
 - 5 Exhibit hall badges
 - Full page color advertisement in program (provided by client by Sept. 4)
 - Company logo listed in materials & signage
 - Ability to submit a 1-page marketing flyer or small piece for convention bags (must mail to NCSLA by Sept. 4)
 - Pre & post conference attendee registration list
 - Invited to Monday night Attendee/Exhibitor Reception
 - Invited to Pre-Trade Show Attendee/Exhibitor Luncheon
 - Up to 5 seats at the Tuesday night President's Dinner
- ☐ We need _____ seats at President's Dinner



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Sponsors Receive:

- Recognition on convention webpage
- Recognition in program
- Rights to decorate sponsored event space with company signage
- Ability to address the attendees at the sponsored event
- Permission to place printed materials on tables at the sponsored event

SPONSORSHIP OPPORTUNITIES:

Selecting an event sponsorship only does not give permission to walk the exhibit floor without formally registering as an exhibitor to attend the trade show. All vendors must select and register at an exhibitor level for an exhibit hall badge to enter the trade show floor & other convention events.

Check selected sponsor opportunities below.

Food & Beverage Sponsorships:

Sponsorships below ARE NOT exclusive to one company.

- ☐ Monday Night Hospitality Suite - \$2000
- ☐ Monday AM Break - \$800
- ☐ Monday PM Break - \$800
- ☐ Monday Attendee/Exhibitor Reception - \$2500
- ☐ Tuesday AM Break - \$800
- ☐ Tuesday Attendee/Exhibitor Luncheon - \$3000
- ☐ Tuesday President's Dinner - \$3500
- ☐ Tuesday Night Hospitality Suite - \$2000
- ☐ Wednesday AM Break - \$800

Additional Sponsorships:

Sponsorships below ARE exclusive to one company, first come first serve.

- ☐ Convention Bag Donor – Sponsor is required to send 275 bags w/ their company logo by Sept. 4, 2020, to the NCSLA office.
- ☐ Convention Lanyard Donor - Sponsor is required to send 300 lanyards by Sept. 4, 2020, to the NCSLA office.

Visit to Win – WE WILL DONATE!

To increase visitor traffic to your booth, our "Visit to Win" card is the key for the best visibility! Exhibitors that donate a prize will be displayed on our "Visit to Win" card that qualifies an attendee for a chance to win valuable prize drawings. Donate a prize so you can ensure many visitors to your booth. This presentation of prizes will occur around 4:15 pm on Sept. 29, 2020, on the exhibit floor close to the trade show.

- ☐ Yes, our company will donate a prize give-a-way so we can be listed on the Visit to Win card.

Best Decorated Booth Award

"Place Your Bet on Excellence in Senior Living" is the convention theme for 2020. Don't forget to design your booth décor around this casino idea to be in the running for the Best Decorated Booth. Awards will be presented at the Tuesday night President's Dinner.





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PAYMENT INFORMATION:

- ☐ **Check:** (payable to NCSLA and mailed to the address below)

NC Senior Living Association
4010 Barrett Drive, Suite 102
Raleigh, NC 27609

Check Amount: \$ _____ Check #: _____

- ☐ **Credit Card:**

Card #: _____

Expiration Date: _____ / _____

Security Code (on back of card): _____

Charge Amount: \$ _____

Name on Card: _____

Billing Address (if different than above):

Billing Email (if different than above):



Hotel Accommodations:

Harrah's Cherokee Casino & Resort is located at 777 Casino Dr., Cherokee, NC 28719. The sleeping room rate is \$149 single/double per room. For reservations, please call 1-800-427-7247 or 828-497-7777 and reference **S09NCSL** to make a reservation with the NC Senior Living Association room block. The hotel room block is limited. Rooms will be released on Aug. 28, 2020, if not reserved, so make sure to book your hotel accommodations today before they are gone!

Cancellation Policy:

Online registration or registration forms must be submitted/received (post marked) by Sept. 4, 2020, to be listed on convention materials. Registration after Sept. 4 is allowed if space is available, but will not be listed in the program materials. Written cancellation will be accepted if received on or before Sept. 4, 2020, to receive a refund (minus a \$200 cancellation fee). No refunds will be made for cancellations on or after Sept. 5, 2020. **REGISTRATIONS MUST BE PAID IN FULL BY SEPT. 4, 2020.**



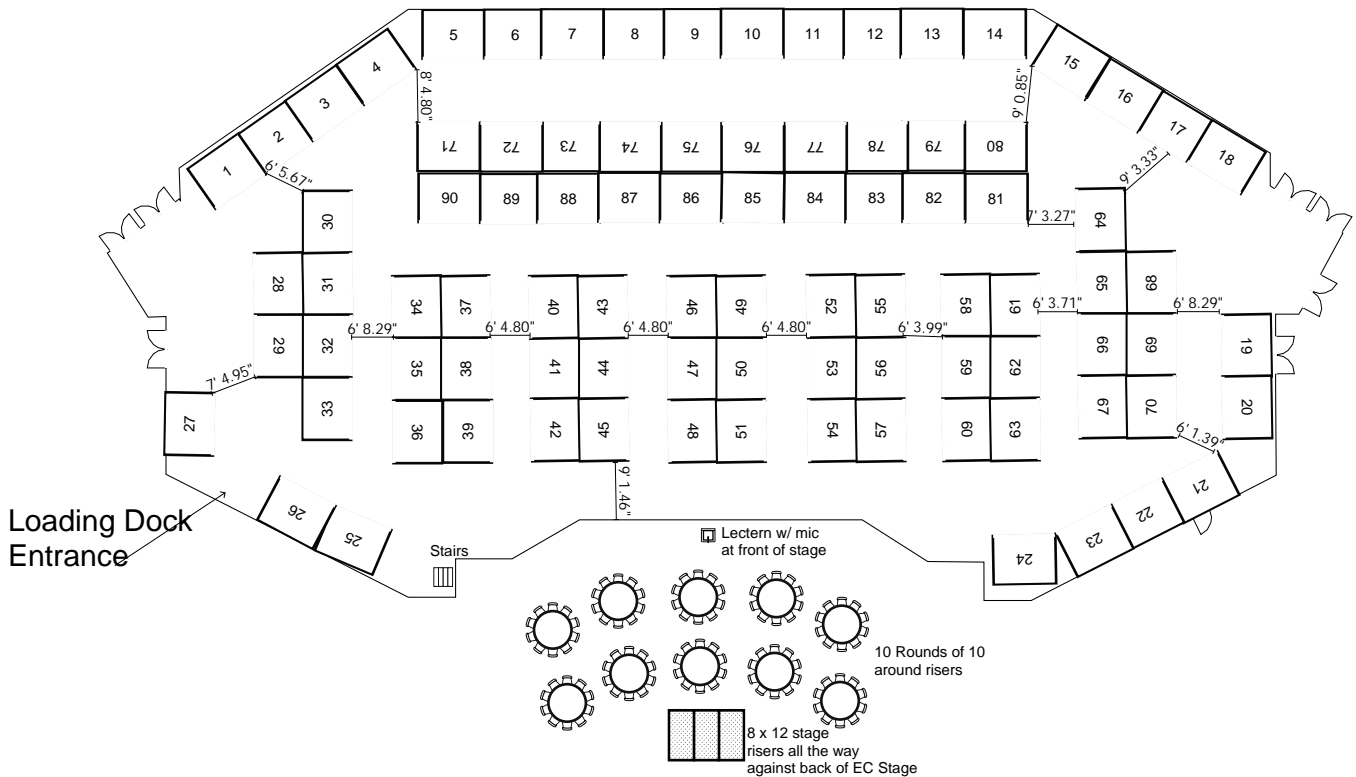
CONTACT INFORMATION:

NC Senior Living Association (NCSLA)
Lee Campbell, Marketing & Membership Manager
4010 Barrett Dr., Ste. 102, Raleigh, NC 27609
Phone: 919.787.3561 or email: lee@ncseniorliving.org

Easy online registration is available at www.ncseniorliving.org
or complete the registration form and return to NCSLA by Sept. 4, 2020.

90 Booths - 10 ft. x 8 ft.

Event Center



Harrah's Cherokee Casino

100 seats 10 tables
90 booths

Owner: Jennifer Rose

Booking Name: NC Senior Living Association Annual Convention and Expo 2020

Event Name: Setup

Date: 9/28/2020 - 9/28/2020

Time: 3:00 PM - 11:00 PM

Modified: 12:34 PM 11/14/2019