

Exhibit and Sponsorship Opportunities

aahsa**house**

Where technology and design meet the future of aging.

**at the AAHSA Annual Meeting and Exposition
Chicago, IL • November 8 – 11, 2009**



Join us at the **aaahsahouse**, a unique exhibit experience at the **AAHSA Annual Meeting and Exposition in Chicago, November 8 – 11, 2009**. It might just be the single best marketing decision you'll make this decade.

From cell phones to e-mail, there is no question that technology is transforming our lives. Now, it's transforming how and where we age. The **AAHSA House** is where your customers and prospects can experience how technologies are improving seniors' health, safety and quality of life while empowering them to remain independent in their own homes.

As baby boomers age, our country is on the brink of a "Silver Tsunami." Luckily, technologies that are both affordable and accessible are helping us meet the needs of older adults and their caregivers in a whole new way.

From easy-to-reach kitchen cabinets and supportive furniture to sensors that detect falls and video games that exercise the mind and body, the **AAHSA House** features an array of products that bring the "home for life" concept to life.

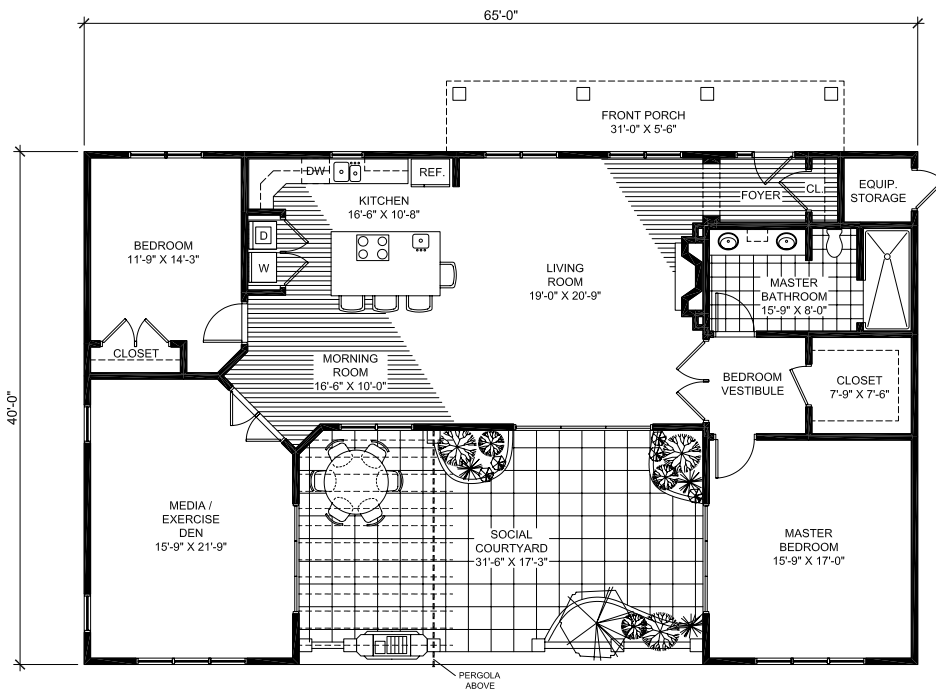
Meet face to face with aging services leaders

The AAHSA Annual Meeting & Exposition attracts up to 8,000 aging services leaders including CEOs, CFOs, CIOs, Trustees, Purchasing Directors, Marketing Professionals and more!

This year's *Changing Lives* education program features more than 200 education sessions addressing today's challenges and innovations on topics such as aging and design; culture, care and service; financial and development strategies; leadership and operations; and marketing and public policy.

What is the AAHSA House?

Positioned to be one of the most exciting attractions at this year's AAHSA show, the **AAHSA House** will be the hottest place to visit for thousands of purchasing decision-makers and media attending the exposition. It will feature emerging and existing technologies in a hands-on, interactive environment. Spaces will be divided into futuristic living space vignettes (bathrooms, kitchen, living rooms, etc.). Join us where cutting-edge technologies aiming to enhance safety, health and wellness, social connectedness and entertainment/theraputainment of seniors will be demonstrated.



AAHSA House Hours	
Sunday, November 8	
Move-In	
8:00 a.m. – 8:00 p.m.	
Monday, November 9	
Open	
12:00 noon – 4:00 p.m.	
Tuesday, November 10	
Open	
12:00 noon – 3:30 p.m.	
Wednesday, November 11	
Open	
12:00 noon – 3:30 p.m.	
Move-Out	
3:30 – 8:00 p.m.	

*Hours subject to change



How is this experience different from your typical trade show?

First, sponsors will not simply put up a pop-up booth in a 10' x 10' booth space. Instead, your product will be featured in a real life setting. The **AAHSA House** consists of realistic living space vignettes. In order to create the unique experience that draws press and traffic, this will be unlike any exhibit experience you've had before. Each room will feature various exhibitors collaborating to create real world futuristic spaces where boomers and seniors live and thrive. From an exercise room to the kitchen, bathroom and patio—this unique exhibit will allow visitors to experience the future of aging where technologies and other advancements enhance convenience, wellness, social connectedness, cognitive development and independence.

Count me in. What do I do next?

1. Review the various levels of sponsorship and choose the one that best fits your marketing needs and budget.
2. Complete the Sponsorship/Exhibiting Application and fax to Margaret Wanca-Daniels at (202) 939-5820 or e-mail mwanca-daniels@aahsa.org
3. Or simply contact Margaret Wanca-Daniels, AAHSA Director of Sales, for more information at (202) 508-9479 or mwanca-daniels@aahsa.org

About AAHSA

The members of the American Association of Homes and Services for the Aging (AAHSA) help millions of individuals and their families every day through mission-driven, not-for-profit organizations dedicated to providing the services that people need, when they need them, in the place they call home. Our 5,700 member organizations, many of which have served their communities for generations, offer the continuum of aging services: adult day services, home health, community services, senior housing, assisted living residences, continuing care retirement communities and nursing homes. AAHSA's commitment is to create the future of aging services through quality people can trust. Visit www.aahsa.org to learn more.



Exclusive Room Sponsor (\$12,000)

Note: Other non-competing products may be in room.

Benefits include:

- The opportunity to display technology/product in an area specified by AAHSA, including the cost of the build-up of attractive futuristic living spaces with signage, decorations, carpeting, electricity, furniture and set-up
- Opportunity to have two staff members in the AAHSA House
- Two complimentary guest passes to the AAHSA trade show
- Product information on the Literature Wall

In addition, Exclusive Room Sponsors will be identified in all AAHSA Annual Meeting marketing, including but not limited to:

- Press releases
- Marketing brochure and materials
- AAHSA Annual Meeting Web site
- HTML e-mail communication regarding participation in the AAHSA Annual Meeting
- Displayed in one page ad in the AAHSA Annual Meeting Final Program, which will be shared with other AAHSA House sponsors

AAHSA House Exhibitor (\$6,000)

Benefits include:

Opportunity to display technology/product in an AAHSA House room, specified by AAHSA, including the cost of the build-up of attractive futuristic living spaces with signage, decorations, carpeting, electricity, furniture and set-up (other competitive products may be in same room).

In addition, AAHSA House Exhibitors will be identified in all AAHSA Annual Meeting marketing, including but not limited to:

- Press releases
- Marketing brochure and materials
- AAHSA Annual Meeting Web site
- HTML e-mail communication regarding participation in the AAHSA Annual Meeting
- Displayed in full-page ad in the AAHSA Annual Meeting Final Program, which will be shared with *Exclusive Room* sponsors

As exhibitors at the AAHSA Annual Meeting, Exclusive Room Sponsors and AAHSA House Exhibitors also receive:

- Access to pre- and post-show attendee lists
- Complimentary guest passes you can send to prospects and customers
- Promotional marketing in the Pre-Convention Planner—mailed to more than 20,000 aging-services professionals—plus a free company listing on the event Web site
- Free company listing, contact information and product profile in the official meeting final program
- Exclusive advertising opportunities in the official meeting final program

- Access to state-of-the-art lead retrieval technology on-site (Available at an additional charge.)
- Media coverage by trade reporters, newspaper writers and industry analysts. The AAHSA Annual Meeting & Exposition is covered by, among others, *McKnight's Long-Term Care News*, *McKnight's Assisted Living*, *ADVANCE News Magazine* and *Nursing Homes Magazine*—four of the aging-services field's most-read publications
- Exhibitor e-newsletters
- Access to all General Sessions
- On-site press kit distribution
- Discounted hotel room blocks
- Complimentary hotel shuttle bus service
- Education session discounts—save more than \$550; limited to two staff members per booth and excludes continuing education credits



Product Placement (\$2,500)

Opportunity to display technology/product in a room, specified by AAHSA, including the cost of the build-up of attractive futuristic living spaces with signage, decorations, carpeting, electricity, furniture and set-up and a listing in the on-site final program. No personnel will be allowed to staff the house.

Literature Placement (\$1,500)

Opportunity to place product information only on the Literature Wall at the AAHSA House. No personnel will be allowed to staff the house.

Sponsor to ship a specified number of brochures to Chicago. Shipping information will be provided later.

(Please Note: ALL sponsors will be responsible for shipping and drayage costs, which cover moving equipment from the loading docks to the exhibit space and vice versa, as well as internet connectivity.)



AAHSA House Sponsorship/Exhibiting Application

Chicago, IL • November 8 – 11, 2009

If you are interested in participating in AAHSA House, please complete this form and return to AAHSA. Application for participation in the AAHSA House indicates the applicant's willingness to abide by all accompanying terms, conditions and general regulations, as well as additional rules and regulations that AAHSA management deems necessary for the success of the exhibit.

AAHSA reserves the right to restrict participants to exhibit only technologies that fit the theme of the House and the target consumer group.

Cancellation Policy: Cancellations prior to June 30, 2009, will be entitled to a full refund less a \$100 processing fee. Cancellations between July 1 and September 4, 2009, will be entitled to a 50% refund. No refunds will be made after September 4, 2009.

Return Application by fax to (202) 939-5820 or by e-mail to mwanca-daniels@aahsa.org

1) Please provide company information as you would like it to appear on signage and marketing materials

Organization: _____

Address: _____

City/State/Zip/Country: _____

Primary Contact Name: _____

Title: _____

Phone: _____

Cell Phone: _____

E-mail: _____

2) Desired Sponsorship Level (Slots are limited, so please indicate preference order from 1 to 3 in the square, with 1 being the most preferred level)

Exclusive Room Sponsor (\$12,000) Exhibitor (\$6,000) Product Placement (\$2,500) Literature Placement (\$1,500)

** Fee may be waived for university groups who have innovative advanced prototypes/concept products but short of funding (very limited slots and expected to be highly competitive).*

3) Member Status (Note: Priority will be given to AAHSA Members)

AAHSA Provider Member AAHSA Business Firm Member IAHSA Member Non-Member

4) Please select the applicable category/categories of technology (Note: Must be interactive)

Safety/Emergency monitoring Telemedicine/Tele-Health E-Health Tele-monitoring
 Wellness Exercise Brain Health Social connectedness
 Entertainment/Theraputainment Convenience Other (please specify): _____

5) Desirable Room (please select one)

In-law Suite to include bed-sitter, kitchenette, bathroom/shower area (available only to Exclusive Room Sponsors)
 Bedroom Bed-sitter Bathroom Shower
 Kitchen/kitchenette Living/Family room Entertainment/Game room/Exercise room Office/Library/Den
 Laundry room Foyer Outdoor space (patio/deck/porch) Other (please specify): _____

6) Please provide a brief description of the technology (product, concept or advanced prototype) you want to exhibit and how it improves the quality of life for seniors. (100 words maximum)

7) Do you need internet connectivity for your equipment/demo: Yes (Wireless Wired) No

8) Participants/Sponsor:

The person signing this Application/Contract on behalf of the participating company represents and warrants that he or she is a duly authorized and appointed agent, fully empowered to bind the participant to all provisions contained in the Addendum and that no further action is required by the participant to enter into this Application/Contract.

Signature: _____

Print Name: _____

Title: _____

Company: _____

Date: _____

Payment Methods: Check (make payable to AAHSA) VISA MasterCard AMEX

Cardholder's Name (as it appears on card) _____

Credit Card Number _____ Expiration Date _____

Terms and Conditions

A. SPACE RENTAL

1. Space Assignments: Although exhibitors are given the opportunity to select the room to display their products in, all final space assignments will be made by AAHSA.
2. House Floor Plan: All dimensions and locations show on the official floor plan are believed, but not warranted, to be accurate. AAHSA reserves the right to make such modifications as may be necessary to meet the needs of the association.
3. Cancellation of Show: AAHSA, 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.
4. Signage: AAHSA will be responsible for all signage in the AAHSA House.
5. Change of Dates and Location: AAHSA 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, AAHSA 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, AAHSA will provide refunds in accordance with the cancellation policy stated in Section B below.

B. CANCELLATION OF DEMONSTRATION CONTRACT/FAILURE TO PAY

1. Cancellation: No cancellation shall be acknowledged until written notice has been received by AAHSA.
2. Cancellation Policy: Cancellations prior to June 30, 2009, will be entitled to a full refund less a \$100 processing fee. Cancellations between July 1 and September 4, 2009 will be entitled to a 50% refund. No refunds will be made after September 4, 2009.
3. Failure to Pay: Failure to remit the balance of space rental by the date specified on the application form constitutes cancellation of contract and the reserve space will be subject to resale without refund of deposit.
4. AAHSA reserves the right to terminate and cancel a contract with an exhibitor at any time for any reason. In the event AAHSA exercises this right, the exhibitor's sole remedy shall be limited to a refund of fees paid to AAHSA 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 AAHSA 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. AAHSA reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of the association.
2. Restriction on Selling: The AAHSA exposition is for educational and informational purposes only. Sales may not be made nor orders consummated at any of the exposition facilities.
3. Music: The playing or use of any form of music is strictly forbidden in the Exposition Hall(s). I agree to comply with the restrictions set by Exhibit Management on sound volume.
4. 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. AAHSA reserves the right to have such finishing done and to bill the exhibitor for charges incurred.
5. 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 AAHSA 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.
6. 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.
 7. 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 AAHSA, in writing, no fewer than 90 days before the exposition's opening, for approval.

D. SECURITY/LIABILITIES/INSURANCE

1. Security: AAHSA 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 AAHSA may enter the exhibit hall.
2. Liability: Neither will AAHSA, 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 AAHSA, 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 AAHSA 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 AAHSA. The aforementioned items covered by this contract may be amended at any time by AAHSA 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 the District of Columbia, and any dispute concerning this contract shall be decided in a court of competent jurisdiction within the District of Columbia.



Plan to exhibit or sponsor today!

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