



EXHIBITOR PROSPECTUS



CHICAGO, IL • MARCH 20-24

GET THE ATTENTION OF NEARLY
3,000 PROFESSIONALS WHO ARE MAKING AN
IMPACT IN THE LIVES OF OLDER ADULTS!



www.asaging.org/aia

AGING IN AMERICA

2017 Conference of the American Society on Aging
Chicago, IL | March 20–24 • Exhibit Hall | March 21–23

Gain visibility at this premier event!

The American Society on Aging (ASA) is pleased to present the 2017 Aging in America Conference, the premier professional education, exhibit and networking opportunity for professionals who work with older adults.

Aging in America is the most comprehensive multidisciplinary conference on aging attended by nearly 3,000 professionals in the fields of aging, healthcare and education. As an exhibitor you have the opportunity to make a connection with key influencers and leaders in the field of aging looking to learn about products and services that can help them do their jobs better.

Spaces are available on a first-come basis, so make your reservation soon to secure a good position!



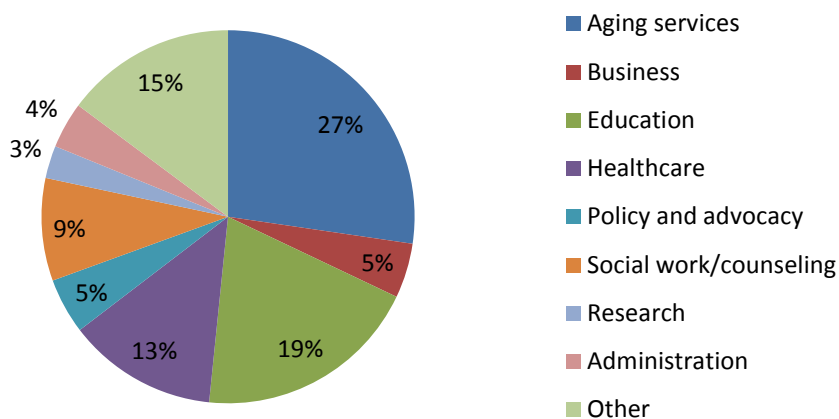
CONFERENCE SESSIONS AND PROGRAM FOCUS AREAS AT A GLANCE

Aging in Community
Alzheimer’s Disease & Dementia
Business & Aging
Caregiving
Care Transitions
Creativity & Lifelong Learning

Healthcare & Aging
Health & Wellness
Leadership in Aging
Legal & Ethical Issues
LGBTQ Aging
Long-Term Care

Mental Health
Multicultural Aging
Policy & Advocacy
Spirituality & Religion
Technology, Accessibility & Transportation
Workforce Issues

Organization Type



EXHIBITOR Opportunities and Benefits

Exhibiting at the Aging in America Conference is your opportunity to meet and influence nearly 3,000 professionals in the field of aging. Our exhibitors consistently provide extremely positive appraisals of the value of their experience with us.

WHO EXHIBITS

Academic and Educational Programs
Health Care Providers
Home Health Care (Medical and Nonmedical)
Financial Planning Companies
Government Agencies
Long-Term Care Organizations and Businesses
Health & Wellness Product Providers

Medical/Health Product Companies
Nonprofit Organizations
Publishers
Pharmaceutical Companies
Professional Services
Software and Web-Based Products & Services
Nutrition Service Providers

EXHIBITOR BENEFITS

- One free conference registration—more than a \$600 value—with each booth purchase.
- Unlimited free exhibit hall passes for booth staff and guests. Passes are for exhibit hall only.
- Complimentary coffee and lunch in the Exhibit Hall.
- Exhibit listing in the conference program book (Deadline 2/10/17).
- Visibility on conference website with your company's description and hyperlink.
- Special reduced rates on advertising in the conference program book.
- Free one-time use of conference attendee mailing list pre-conference or post-conference. *(List includes physical addresses of those who opt in to receive exhibitor mailings only; does not include e-mail addresses or phone numbers. You must contact ASA to request the list, and all mailings must be sent through a mailing house.)*



Exhibit Hours, Contacts and Hotel

EXHIBIT DATES AND HOURS (tentative)

Tuesday, March 21

Installation of Exhibits: **8:00 am-3:30 pm**
Exhibit Hall Grand Opening Reception: **5:30-7:00 pm**
Product Theater: **6:30-7:00 pm**

Wednesday, March 22

Exhibit Hall Open: **8:00 am-2:00 pm**
Special hours open to the public: **9:00 am-noon**
Grab 'n' Go Lunch: **Noon-1:30 pm**
Product Theater: **12:15-12:45 pm & 1:15-1:45 pm**

Thursday, March 23

Exhibit Hall Open: **8:00 am-11:00 am**
Dismantling of Exhibits: **11:00 am**



IMPORTANT: All exhibits must be staffed during exhibit hall open hours. Exhibitors are not allowed to dismantle exhibits before the closing of the exhibit hall at 11:00 am on Thursday, March 23 per contract. Exhibitors who dismantle early will lose priority status and at the discretion of show management may not be invited to exhibit at future conferences.

CONTACTS

Exhibit Hall Manager

Kathleen Lawrence
c/o A. Fassano & Company
900 Rte. 168, Ste. A-2
Turnersville, NJ 08012
Phone: (856) 302-0893
E-Mail: kathleen@AFassanoCo.com



Official Show Decorator

Denene Kinney
Global Experience Specialists (GES)
3636-B Penny Dr.
Landover, MD 20785
Phone: (301) 343-6098
Fax: (301) 583-5091
E-Mail: dkinney@ges.com



CONFERENCE HOTEL

All conference activities will be held at the Hyatt Regency Chicago. The exhibit hall will be located downstairs in the Riverside Center. When making your reservations be sure to mention the American Society on Aging/2017 Aging in America Conference. The cut-off date to get the reduced rate on your room is February 17, 2017 (or prior if the room block sells out sooner). After this date the rate will be based on availability at prevailing rates.

Hyatt Regency Chicago

151 E. Wacker Drive
Chicago, IL 60601
Reservations: 888-421-1442
Room Rate: \$219 plus tax



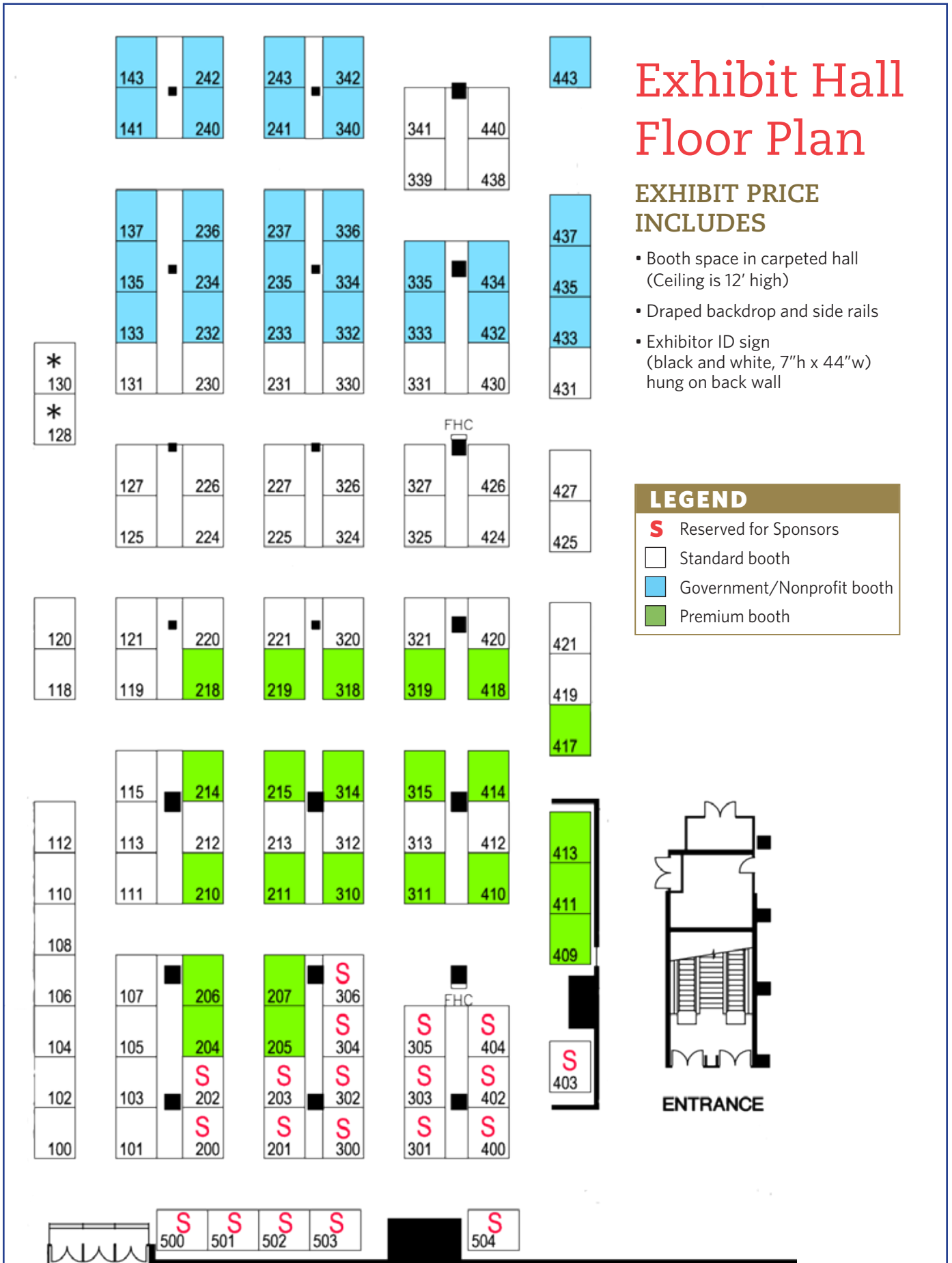
Exhibit Hall Floor Plan

EXHIBIT PRICE INCLUDES

- Booth space in carpeted hall (Ceiling is 12' high)
- Draped backdrop and side rails
- Exhibitor ID sign (black and white, 7" h x 44" w) hung on back wall

LEGEND

- S** Reserved for Sponsors
- Standard booth
- Government/Nonprofit booth
- Premium booth



Additional Marketing Opportunities

Advertising in the Conference Program Book

Approximately 3,000 attendees will use the official conference program book, referring to its content throughout the conference. Post-conference, the program book becomes a valuable reference tool used time and again and shared among colleagues, extending its shelf life for up to one year.

AD SIZES AND RATES

(All ads are available in full color.)

Size	Dimensions	Sponsor/Exhibitor	Others
Full Page (no bleed*)	8"w x 10 1/2"h	\$1,050	\$1,350
Half Page	7 1/2"w x 4 3/4"h	\$650	\$850
Quarter Page	3 5/8"w x 4 3/4"h	\$400	\$550

*For a full-page ad **with** bleed, build file to actual page size (8 3/8"w x 10 7/8"h). Bleeds should extend 1/4 inch (on all sides) beyond these dimensions, and any text or images not intended to bleed should be inset by 1/4 inch. Be sure to include bleeds and crop marks on final art.

Reservation and payment due by 1/30/17

Artwork due by 2/10/17

Ad artwork received after February 10, 2017 may not be placed in the program.

No refunds after 2/10/17.

INSTRUCTIONS FOR AD PREPARATION

All files must be submitted digitally as high resolution PDF files or as high-resolution (300 dpi) JPG, TIFF or EPS files.

Digital files must include all graphics and all fonts used (including fonts that appear in EPS graphics-such as logos created in Adobe Illustrator). For fonts, please be sure to include both PostScript files (printer fonts) and bitmap files (screen fonts).

All files must be created as CMYK files with no additional spot colors. Please check to make sure your logos, etc. that may have been created with spot color have been converted to CMYK before being imported into the ad.

Please note: Images downloaded from the Internet are not acceptable as their resolution is 72 dpi, and for print purposes images must be a minimum of 300 dpi.

Media: Electronic ad files can be submitted as email attachments, and they must be smaller than 10 megabytes in size. Send e-mail to ljones@asaging.org.

Please call Linda Jones with any questions: (415) 974-9638.



CONFERENCE TOTE BAG INSERTS

Feature your product or service with a promotional insert in the conference tote bag!

The conference tote is distributed to nearly 3,000 attendees at the Aging in America Conference. It's a great way to increase your exposure at the conference. Creative tote bag inserts are kept by attendees long after the conference. This opportunity is limited to the first 12 applicants.

Specs

Confirmation with specifications, shipping information and deadlines will be provided when opportunity is secured. Production and shipping is the responsibility of the sponsor.

Cost

Exhibitor add-on \$2,000

Non-exhibitor ala carte purchase \$4,000



PRODUCT THEATER

Create an exclusive presentation to educate attendees about your product or service, or introduce a new product during one of the Product Theater time slots. The Product Theater will be located adjacent to the Riverside Center Exhibit Hall. Presentations will be limited to 30 minutes and will be assigned on a first-come, first-served basis.

Submit your Product Theater Application now to secure your timeslot!

Product Theater Schedule

Wednesday, March 22 | 12:15-12:45 pm & 1:15-1:45 pm

Call Kathleen Lawrence at (856) 302-0893 for details and pricing.

"We have exhibited at ASA for more than 20 years, and we find the conference is an excellent way to increase the brand awareness of our Senior Health & Fitness Day event, and our senior health education calendar programs."
Gary Ford, ACP, inc.



For more details on Marketing Opportunities call Kathleen Lawrence (856) 302-0893 or email kathleen_lawrence@AFassanoCo.com.

Exhibitor Application

American Society on Aging
2017 Aging in America Conference
Chicago, IL | March 20-24, 2017



Applications submitted through September 30, 2016 may secure space at the early rate with a 50% deposit. Applications submitted on or after October 1, 2016 will secure space at the regular rate with a 50% deposit. Full payments on advance deposits are due by November 25, 2016. To maximize your opportunity for a preferred booth location, return your application on or before the **priority placement deadline of September 30, 2016**. Space is assigned based upon a first-come basis upon payment receipt.

1. Exhibiting Company Information: *Company name, address and website should be completed exactly as you would like it to appear in official publications.*

Company Name _____
Address 1 _____
Address 2 _____
City _____ State/Province _____ Postal Code _____ Country _____
Telephone _____ Mobile _____ Fax _____ Toll-free Number _____
E-mail Address _____ Website _____

2. Booth Contact Information: *Only the designated contact(s) will receive exhibit communications and information from ASA.*

Primary Contact Name _____ Title _____
Telephone _____ Mobile _____ Fax _____
E-mail Address (mandatory) _____

(E-mail is the primary method of communication from ASA. The Exhibitor Service Kit and any other most pertinent exhibitor information will be e-mailed to the above address.)

3. Booth Size: _____ x _____ = _____ sq. ft. Total number of booths: _____

4. BOOTH PREFERENCE:

1st choice _____ 2nd choice _____
3rd choice _____ 4th choice _____

5. RATES:

Early Rate (May 1–Sept 30)	Gov't/Nonprofit	Standard 8x10	Premium 8x10
ASA member organization	\$1,100	\$1,700	\$2,100
Nonmember organization	\$1,600	\$2,200	\$2,600
Regular Rate (October 1, 2016–March 20, 2017)			
ASA member organization	\$1,300	\$1,900	\$2,300
Nonmember organization	\$1,800	\$2,400	\$2,800

- Combined Literature Table \$250
 - Skirted 6' table & chair in booth \$210
 - Tote Bag Insert \$2,000
- Program Advertising: Sponsor/Exhibitor Other
- Full Page \$1,050 \$1,350
 - Half Page \$650 \$850
 - Quarter Page \$400 \$550

6. Payment (ASA Tax ID #: 94-2292868)

Check: enclosed for the amount of \$ _____

Make check payable to: American Society on Aging

Balances due after advance deposits must be paid in full by November 25, 2016. No company may exhibit until full payment for booth space is received.

Charge: __VISA __MasterCard __Amex Amount \$ _____

Credit Card number _____

Expiration Date _____ Security Code _____

Signature _____

7. Contract

I, the undersigned, hereby make application for exhibit space at the American Society on Aging (ASA) 2017 Aging in America Conference. I am an authorized representative of this company with full power and authority to sign and deliver this application. Submission of this signed form is intended by you to be a binding agreement as to the terms and conditions contained herein. The company listed on this application agrees to comply with the policies, rules and regulations contained in the rules and regulations adopted by ASA hereinafter.

Authorized Officer's Name: _____

Title: _____

Authorized Officer's Signature (required): _____

Date: _____

Mail to: American Society on Aging
c/o A. Fassano & Company
900 Route 168, Suite A-2
Turnersville, NJ 08012

Email to: Processing@AFassanoCo.com



Exhibitor Rules and Regulations/Booth Specifications

The rules and regulations contained herein are intended by American Society on Aging (ASA) to serve the best interests of ASA, the conference meeting, the registrants and exhibitors, and to give notice to applicants and exhibitors of governing rules and regulations. The rules and regulations bind all applicants and exhibitors. Violation will result in loss of Priority Placement, ineligibility to participate in future Aging in America Conferences and/or other ASA exhibiting opportunities and, depending on the infraction, a fine imposed by ASA.

General Rules and Regulations

The term "event" refers to Aging in America, the 2017 ASA Conference to be held March 20-24 at the Hyatt Regency in Chicago, IL. The event is owned, produced and managed by the American Society on Aging ("ASA"). The term "Exhibitor" refers to the organization or person that applied for and has been granted exhibit space rental and such applicant's officers, directors, shareholders, employees, contractors, agents, and representatives. Each applicant for booth space agrees that the terms and condition of these Rules and Regulations are made part of any resulting Agreement for the use of exhibit space.

Space Rental, Assignment of Location and Subletting

Applications ("Agreement") for booth space must be made on the printed or electronic form provided by ASA, contain the information as requested, and be executed by an individual who has authority to act for the applicant. Whenever possible, space assignments will be made by ASA in keeping with the exhibitor's preference. ASA reserves the right to make the final determination of all space assignments in the best interests of the Event. ASA reserves the right to reject any application for space. **No exhibitor shall assign, sublet or share the space** allotted with another business organization unless approval has been obtained in writing from ASA.

Exhibitor's Authorized Representative

Each exhibitor must name one person to be the representative in connection with installation, operation and removal of the exhibit. Such representatives shall be authorized to enter into such service contracts as may be necessary and for which the Exhibitor shall be responsible. The Exhibitor shall assume responsibility for having the representative in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, staffed and orderly at all times.

Official Service Contractor

Global Experience Specialists (GES) is the Official Service Contractor for this Event. Exhibitor Service Kits will be sent by the Official Service Contractor upon request of Exhibitor. The Exhibitor Service Kit will include pertinent information regarding the Event, including, but not limited to, additional rules and regulations, display rules, installation/dismantle schedules, official contractor order forms and pricing, shipping and drayage, utilities and building services, and audio/visual, all of which are incorporated and made part of the Agreement.

Payment and Deposit Information

Applications submitted through September 30, 2016 may secure space at the early rate with a 50% deposit. Applications submitted on or after October 1, 2016 will secure space at the regular rate with a 50% deposit. The balance of booth space payment is due November 25, 2016. All applications received after November 25, 2016 must be accompanied by the full booth fee. No company may exhibit unless full payment for booth space has been received.

Operation of Displays

All demonstrations or other promotional activities including the distribution of circulars must be confined to the limits of the exhibit space. ASA reserves the right to restrict the operation of, or evict completely, any exhibit, which, in its sole opinion, detracts from the general character of the exposition as a whole. Microphones are not permitted. Exhibits which include the operation of musical instruments, radios, sound projection equipment or any noisemaking machines must be conducted or arranged so that the sound resulting from the demonstration will neither annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Live animals are prohibited unless pre-approved by ASA.

Liability

ASA shall bear no liability for personnel injuries suffered by an exhibitor or that exhibitor's employees, contractors or business invitees. ASA will also assume no liability for damage or loss of the property of an exhibitor or that exhibitor's employees, contractors or business invitees, regardless of the cause, unless such injury or damage results from or is caused by the negligence or wrongful acts of ASA. Upon application for exhibit space, each exhibitor agrees to protect, indemnify, and hold harmless the American Society on Aging, A. Fassano & Company, GES and the contracted venue from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts of the exhibitor or its agents, servants or employees.

Liability (cont.)

In no event shall ASA be liable to an exhibitor for any loss of business, business opportunities or any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of ASA to the exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy.

Insurance

It is the responsibility of each exhibiting organization to maintain adequate insurance coverage against injury to persons, damage to or loss of property and against inability to meet its obligations outlined in the ASA policy. Proof of insurance should be sent by March 3, 2017. Each exhibiting company should carry its own insurance to cover exhibit materials against loss or damage, and general liability and personnel insurance of \$1,000,000.

Care of Building and Equipment

Exhibiting companies or its agents will be held responsible for any injury, defacing and damage, done to the facility, booths, booth content or show equipment and décor by company employees or contracted personnel. No part of an exhibit, signs or other materials may be posted, nailed, taped or otherwise affixed to walls, columns, doors or floor surface in a way that will mar or deface the premises.

Conduct

Exhibits are subject to the approval of ASA. ASA reserves the right, even after an application has been approved, to refuse exhibits or to curtail/close exhibits or part of exhibits that do not, in ASA's determination, comply with the rules and regulations governing the conference; are contrary to ASA's public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting. ASA shall have full authority to interpret or amend rules and ASA's decision is final. Exhibitors agree to abide by any rules and regulations that may hereafter be adopted. ASA reserves the right to prohibit any activities on the Exhibit Hall floor which have not been expressly permitted via approval of the AiA17 Conference Booth Activities Form. Companies and organizations who do not have a contract to exhibit on file with ASA are prohibited from participating in the AiA17 Conference or distributing any materials or any other type of activity within the Exhibit Hall. All issues not addressed are subject to the decision of ASA. Exhibitors and exhibit personnel are expected to wear badges in the Exhibit Hall during exhibit hours and while dismantling. All booths must be open and staffed during exhibit hours.

Material Handling

A material handling charge based on CWT (per 100 lbs. with a minimum of 200 lbs.) will be applicable if exhibitor freight is handled by GES. This applies to handling freight from the show site dock to the exhibitor's booth, providing empty stickers, storing empties, returning empties at the close of the show and loading onto the exhibitor-appointed carrier. Exhibitors may hand-carry their own materials into the exhibit facility if it is hand carried by one person in one trip. The use of dollies, flat trucks and other mechanical equipment, however, is not permitted. GES will control access to the loading docks in order to provide for a safe and orderly move-in/move-out. If an exhibitor uses the loading dock for material delivery, GES material handling charges will apply.

Listing and Promotional Materials

By exhibiting at the Event, Exhibitor grants ASA a fully paid, perpetual, nonexclusive license to use, display and reproduce the name of the Exhibitor in any directory or listing of the Event exhibitors and to use such names in promotional materials. ASA shall not be liable for any errors in any listing or for omitting any Exhibitor from any directory or listing pertaining to the Event.

Americans with Disabilities Act

Exhibitors are fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend ASA, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses, including attorneys' fees and expenses, resulting from or arising out of the exhibitor's failure or allegations of exhibitor's failure to comply with the provisions of the ADA.

Children

Children under 18 years old are not permitted on the show floor **at any time**. This includes during installation, dismantling, and/or exhibit hours.

Exhibitor Rules and Regulations/Booth Specifications

The rules and regulations contained herein are intended by American Society on Aging (ASA) to serve the best interests of ASA, the conference meeting, the registrants and exhibitors, and to give notice to applicants and exhibitors of governing rules and regulations. The rules and regulations bind all applicants and exhibitors. Violation will result in loss of Priority Placement, ineligibility to participate in future Aging in America Conferences and/or other ASA exhibiting opportunities and, depending on the infraction, a fine imposed by ASA.

Fire and Safety

All federal, state and local fire and safety regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. All decorations must be flameproof and electrical wiring must meet the safety requirements of all building and city codes. No combustible material shall be stored in or around exhibit booths.

Media and Press Policy

All media personnel must register with ASA. Only reporters with official ASA badges will be permitted in the Exhibit & Poster Hall and educational classrooms. No filming, recording, or onsite interviewing is permitted without permission from the ASA Marketing and Public Relations Department. Please direct any questions to at Jutka Mandoki jmandoki@asaging.org

No Smoking

ASA policy prohibits smoking in all areas of the Conference at any time during installation, show days or dismantle. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company are in compliance with this policy.

Security

ASA provides perimeter security in the exhibit area during the Sessions. Exhibitors are reminded that booth security and the protection of valuable items inside the booth space may require additional security at the exhibitor's own expense. ASA is not responsible for lost or stolen equipment or materials at any time.

Booth Specifications

In-Line and Corner Booth

Display material for in-line and perimeter booths is restricted to a maximum height of 4' (1.22M) in the front 5' (1.52M) of the booth, and 8' (2.5M) in the rear 5' (1.52M) of the booth. The back wall on in-lines and corner booths is limited to 8' (2.5M) in height, including signs or company name, logo or product information. Each in-line and corner booth will have an 8' high draped background and 3' high drape divider defining the sides of the space. All in-line and corner booths must clear a ceiling height of 8'. Portable spotlights attached to booths and/or an endcap must be UL approved clamp-on types with porcelain base and metal guards. Clip-on types are not allowed. Spotlights may not exceed the height limitations as set under the Booth Construction Guidelines. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. Exhibits will be inspected during the move-in and the service contractor, with the approval of the Exhibit Manager, will provide draping deemed necessary for exposed unfinished areas and submit the bill to the exhibitor.

Endcap Booth

An "endcap" is defined as a 10' x 20' space having 3 aisles faced toward the cross aisle at end of a row of traditional 10' x 10' linear booths. Certain restrictions apply to an endcap display. 1) Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit; 2) the back wall is limited to 10 feet wide, 8 feet high centered across the 20-foot back wall area. All display fixtures over 42 inches high must be confined to those areas of the booth that are at least 5 feet from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth. Exhibitors adjoining to an endcap exhibitor are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth. Hanging signs are not permitted.

Installation

Target freight move-in begins at 8:00 AM on Tuesday, March 21. General exhibitor installation begins Tuesday, March 21 at 11:00 AM. **All cartons will be removed from the show floor by 3:00 PM on Tuesday, March 21. All exhibit components, including 10'x10' booths, must be set up by 3:30 PM on Tuesday, March 21.** Booth confirmation, exhibitor badges and /or labor wristbands will be required for installation admittance for both labor and exhibit personnel. Proof of identification such as a company business card or authorization letter on exhibiting company's letterhead must be presented to receive labor wristbands for installation. Booth space must be paid in full prior to booth installation.

Dismantling of Exhibits

ASA and the host site do not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc. during the installation and dismantling periods. Exhibitors must be packed and ready for shipment by time designated by ASA's official decorator.

Dismantling of Exhibits (cont.)

ASA and the host site do not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc. during the installation and dismantling periods. Exhibitors must be packed and ready for shipment by time designated by ASA's official decorator.

Installation and Dismantling Labor

The Decorating Contractor has an agreement with the hotel to provide labor for display installation and dismantling. Full-time employees of the exhibiting companies may set their own exhibits without assistance in a booth no larger than a 10' x 20'. Exhibits larger than 200 sq. ft. must use personnel supplied by the Official Decorating Contractor. The Decorating Contractor or hotel must render any local services that may be required beyond what your regular full-time employees can provide.

Exhibitor-Appointed Contractors

The contract for space is between ASA and the exhibiting company. As such, ASA will work only with the exhibiting company. Coordination with exhibitor-appointed contractors is the responsibility of the exhibiting company. If you plan to use a service contractor other than the official ASA contractor, fill out the Exhibitor-Appointed Contractor Work Authorization form provided in the Exhibitor Service Kit and return to karen_kimakovich@AFassanoCo.com at A. Fassano & Company, no later than February 6, 2017. Otherwise, the exhibitor-appointed contractor will not be permitted to set up or work on your booth. Exhibiting companies are responsible for notifying the exhibitor appointed contractor of ASA's rules and regulations. These rules include providing ASA with a current certificate of insurance. The Exhibitor Service Kit will be sent to the exhibitor contact only, not to the exhibitor-appointed contractor.

Cancellation/Space Reduction

All space reductions/cancellations must be received in writing. In the event that ASA receives written notification by November 25, 2016, all sums paid by the exhibitor, less a service charge of 50% of the total cost of the exhibition or sponsorship opportunity fee, will be refunded. No refunds will be given for reductions in space or cancellations received after November 25, 2016, and obligate the exhibiting company to the full payment of rental space and / or sponsorship opportunity fee.

Show Cancellation

This agreement is automatically terminated in the event the conference is cancelled due to causes that are beyond reasonable control (i.e., acts of God, war, terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities, or other similar cause beyond the control of the parties making it inadvisable, illegal or impossible to hold the show). ASA cannot be held liable for unforeseen expenses incurred due to the force majeure cancellation, and all payments are non-refundable.

Integration

These Rules and Regulations and the application form constitute the full and complete Agreement between the parties, which Agreement is binding and supersedes all previous negotiations and understandings with respect to the content of the Agreement.

Waiver

No waiver by either party of any term or provision of this Agreement shall be deemed a waiver of any preceding or succeeding breach of the same term or provision or any other condition or provision.

Dispute Resolution

In the event of any claim or dispute arising out of these Rules and Regulations, the parties shall first submit the claim or dispute to mediation under the rules of the American Arbitration Association in San Francisco, California. In the event that mediation fails to solve all issues, the parties shall submit all remaining issues to arbitration under the procedures of the American Arbitration Association in San Francisco, California; the prevailing party shall be entitled to reasonable attorneys' fees and expenses in accordance with those procedures.

The undersigned understands and agrees that its application is subject to the terms of the Application and Agreement and that they will become part of any resulting Agreement.

Authorized Signature _____ Date _____
Print Name _____ Company Name _____

ASA accepts the above application such that the Agreement between ASA and Applicant/Exhibitor is entered into as of this date.

Opportunities for Additional Exposure!

The Aging in America conference offers several avenues for increased visibility beyond your exhibit through a number of sponsorship opportunities. For details, visit www.asaging.org/aia.

SPECIAL PROGRAMS AND EVENTS

General Sessions | \$55,000-\$65,000 (Five exclusive sponsorships available.)

Highlighted Sessions | \$5,000

ASA National Forums | \$25,000 (exclusive) & \$10,000 (partial)

NETWORKING EVENTS AND RECEPTIONS

Exhibit Hall and Grand Opening Reception | \$25,000 (exclusive) & \$5,000 (partial)

Exhibit Hall Coffee Break | \$3,500

First-Time Attendee and Emerging Professionals Orientation | \$2,000

Business Focus Group | \$5,000 (plus catering expenses)

Final Night Reception | \$20,000 (exclusive) & \$5,000 (partial)

SPECIALTY ITEMS

Conference Bag Tags | \$5,000

Exhibit Hall Aisle Floor Sign | \$2,000 per set

Mobile App | \$5,500

Registration Badge Holders | \$6,000

Attendee Charging Lockers | \$5,000

Hotel Key Cards | \$10,000



For more details on marketing and sponsorship opportunities contact Kathleen Lawrence at (856) 302-0893/kathleen_lawrence@AFassanoCo.com or Carole Anderson at (415) 974-9632/canderson@asaging.org.

Previous Exhibitors and Sponsors (partial list)

AARP
Abbey Press/One Caring Place
Accessible Solutions, Inc.
Active Rx
Acumen
ADT Health
Advanced Telehealth Solutions
Aegis Therapies
Allied Powers LLC
Alzheimer's Association
Alzheimer's Foundation of America
American Foundation for the Blind
American Optometric Association
American Red Cross
Ameriprise Financial Services
Amramp
Archstone Foundation
Association Book Exhibit
Assurex Health
AstraZeneca
AT&T
Bank of America Merrill Lynch
Benjamin Rose Institute on Aging
BrightFocus Foundation
Button Blocker
Calmoseptine, Inc.
Cancer Support Community
CaptionCall
Care Director
Care Like
Care1st
CareAccess
Caring Senior Service
Caring Transitions
Cawley Company
Centers for Disease Control and Prevention
Centers for Medicare & Medicaid
ChenMed
Christopher & Dana Reeve Foundation
Cigna
Clarity
Compassion & Choices
Consortium for Older Adult Wellness
Consumer Direct/Better at Home
Consumer Financial Protection Bureau -
Office for Older Americans
Coventry Health Care, Inc.
CVS Health
Dynalab Inc.
Emeritus Senior Living
Evercare
Experience Works
FDA Office of Women's Health
FDA/CDER
GAITRite — CIR Systems
Generations on Line
Genoa, a QoI Healthcare Company
Genworth Financial
Gerontological Society of America
Gerontology @ UMass Boston
GlaxoSmithKline
Golden Gourmet Meals
Hadley Institute for the Blind and Visually
Impaired
Hamilton CapTel
Hands-Free Inc.
Hawaiian Moon
Health and Aging Policy Fellows Program
Health and Retirement Study
HealthSense, Inc.
HeartMath
HELPS Nonprofit Law Firm
hi HealthInnovations
Home Care Assistance
Home Care Delivered, Inc.
Home Instead Senior Care
Humana Inc.
Hydrocephalus Association
ICAA Services
Independent Living Systems
InnovAge
InPro Corporation
Inspired Caregivers
Intel
Johnson & Johnson
Journeyworks Publishing
Legg Mason Global Asset Management
MED-EL Corporation
MedicAlert Foundation
Medicare's Limited Income NET Program
MJM Innovations
Mom's Meals NourishCare
Musical Health Technologies
myMAR, LLC
National Asian Pacific Center on Aging
National Association of Area Agencies on Aging
National Center for Health Statistics
National Center on Elder Abuse
National Committee to Preserve Social Security
& Medicare
National Council for Therapeutic Recreation
Certification
National Council on Aging
National Federation of the Blind
National Institute of Arthritis and Musculoskeletal
and Skin Diseases
National Institute on Aging
National Library of Medicine
NeighborWorks America
Nestle Health Science
Network of Care
New England Cognitive Center
North American Securities (NASAA)
Office of Justice Programs
Panasonic/Home Team
Panoramic Software, Inc
Paraprofessional Healthcare Institute
Parkinson's Disease Foundation
Peak Pharmacy
PeerPlace Networks
Pension Rights Center
Pfizer, Inc.
Philadelphia College of Osteopathic Medicine
Philips Lifeline
Pine Grove Behavioral Health
Pioneer Network
Piramal Imaging
Preferred Population Health Management
Project Lifesaver International
Reliable Caregivers
ResCare
Resistance Dynamics
REST (Respite Education and Support Tools)
Right at Home, Inc.
Routledge Journals
RTZ Associates, Inc.
SCAN Health Plan
Senior Helpers
Senior Reach
SimplyHome
Smart Care Consultants
Southwest
Springer Publishing
Sprint CapTel
Swift Alarm, USA & Canada, Ltd.
Tai Chi for Health Institute
Tailored Care Enterprises, LLC
The Center for Gerontology at Concordia
University Chicago
The Clorox Company
The Hartford
Tollos
Tunstall
U.S. EPA Aging Initiative
UCI Center of Excellence in Elder Abuse
& Neglect
UM Products
UMBC Aging/The Erickson School
United States Social Security Administration
UnitedHealthcare
Universal Mobility, LLC
University of Florida
University of Indianapolis Center for Aging
& Community
University of La Verne
University of Michigan School of Social Work
University of Nebraska at Omaha Dept
of Gerontology
University of Northern Colorado
Upper Room Books
U.S. Fire Administration
USC Leonard Davis School of Gerontology
Valley Services, Inc.
Verizon Communications
Veterans Care Coordination
Visiting Angels
WalkerWonder
Walkjoy, Inc.
Walmart/Sam's Club
WellCare
WellMed Charitable Foundation
Wells Fargo Life Management Services
Western Union