



2020 LeadingAge Annual Meeting Virtual Experience – Exhibitor Terms and Conditions

Business Intelligence Zone (BIZ)

- 1.) Each exhibiting company can select one Business Intelligence Zone per virtual “booth space”.
- 2.) Exhibitors will receive instruction via the Exhibitor Newsletter with directions to submit the components for their virtual booth.
- 3.) All submitted material(s) are subject to approval by show management.
- 4.) Exhibitors are expected to staff their virtual booth during the published BIZ times.
- 5.) All balances must be paid in full prior to booth elements being uploaded.
- 6.) Any cancellations must be in writing (emailed to sales@leadingage.org). Cancellations received by August 1, 2020 will be eligible for a full refund of the paid amount, less \$250 cancellation fee. No refunds will be provided after August 1, 2020.

Corporate Alliance Pavilion

- 1.) Corporate Alliance Pavilion will include Annual Meeting Sponsors, LeadingAge & LeadingAge CAST Supporters, Silver Partners and Gold Partners.

Pre-Show, Post Show Attendee Mailing List and Analytical Data

- 1.) The pre-show attendee mailing list will be provided at no charge to paid exhibiting companies in September, for one-time use and is intended solely for promoting your company’s participation in the Annual Meeting Virtual Experience.
- 2.) The post Show attendee mailing list will be provided at no charge to paid exhibiting companies within two weeks after the event, for one-time use and for the sole purpose of following up on your company’s participation in the Annual Meeting Virtual Experience.
- 3.) Virtual Booth Analytics will be provided after the event in your post show report.
- 4.) The pre-show list, post show list and booth analytical data are LeadingAge proprietary items and are not to be shared, sold, distributed by exhibiting companies, employees or partners.

Communication and Pre-Event Planning

- 1.) Contact your account executive or sales@leadingage.org with any questions.
- 2.) Monthly Exhibitor Newsletters will include updates, deadlines, opportunities, and instructions. Please be sure to read them and share with your staff who will be participating in the event planning or virtual booth staffing.
- 3.) The Exhibitor Service Center will be updated with information as it becomes available. The Exhibitor Success Program and Exhibitor Marketing Toolkit will both be available in the Exhibitor Service Center late summer 2020.