



**2025 LeadingAge Missouri
Annual Conference + EXPO
Exhibitor Prospectus
May 28-30, 2025
Lodge of the Four Seasons
Lake Ozark, Missouri**

LeadingAge Missouri proudly announces outstanding education, fellowship, and partnership opportunities for aging service providers at our 2025 Annual Conference+ EXPO! This year, we offer timely leadership, finance, compliance, clinical education, and personal growth tracks. These broad topical tracks support all senior living and healthcare settings – you will benefit from meaningful education and experiences regardless of position or aging services sector. The setup of the breakouts will allow you to participate in every topic and not miss the meaningful education offerings.

We invite you to join dedicated colleagues and peers at our new location this year, Lodge of the Four Seasons, Lake Ozark!

Conference Overview

The 2025 *Ripples of Impact Conference* offers something for everyone! On Day 1, we will hear from keynote speaker **Fr. Greg Boyle**, an American Catholic priest of the [Jesuit](#) order. He is the founder and director of [Homeboy Industries](#), the world's most significant gang intervention and rehabilitation program, and former pastor of [Dolores Mission Church](#) in Los Angeles. He and his successful programs were profiled on CBS 60 Minutes. He will focus on the impact an idea put to fruition can have on a community. Also on Day 1, industry expert Andy Edeburn will conduct an educational session on thoughtful strategic planning and a workshop that will benefit any size group or organization. In addition, participants will balance the practical with the theoretical by attending educational sessions on Missouri regulatory updates, National policy perspectives, and loads of practical, helpful techniques, tactics, and programs that will advance their senior living and healthcare missions. Do not miss a minute! Register today!



**LODGE OF THE FOUR SEASONS
LAKE OZARK**

Tentative Conference Agenda

Wednesday, May 28

7:00 am to 2:00 pm
11:00 am to 5:00 pm
1:00 pm to 5:00 pm
3:30 pm to 4:30 pm
5:30 pm to 6:30 pm

Exhibitor Setup
Registration Open
Education Sessions
Exhibit Hall Open for Executive Walk-Thru
Welcome Reception for All Members

Thursday, May 29

7:30 am to 5:00 pm
8:00 am to 11:30 am
11:30 pm to 12:30 pm
12:30 pm to 1:30 pm
1:00 pm to 1:30 pm
1:30 pm to 5:00 pm
1:00 pm to 5:00 pm
5:00 pm to 7:00 pm

Registration Open
Education Sessions
Exhibit Hall Open with CEU Opportunities
Lunch with Exhibitors
Prize Drawing Announcements (From your Booth)
Education Sessions
Exhibitor Tear Down
Lakeside Reception for All Members

Friday, May 30

7:30 am to 8:30 am
8:30 am to 9:30 am
9:45 am to 12:00 pm
12:00 pm to 1:00 pm
1:00 pm

Member Breakfast for All Members
Movie (Cycling Without Age)
Education Sessions
Awards Luncheon
Adjourn

BECOME AN EXHIBITOR

Exhibit Booth Details

Standard booths are approximately 8' deep x 10' wide; multiple booths may be purchased. Each booth includes a 6' skirted table, tablecloth, two chairs, and a wastebasket. The Exhibit Hall floor is carpeted, and the ceiling is 9' high. Electricity and all marketing materials are the exhibitors' responsibility and will be available through the Exhibitor's Service Kit. All booths will be set up in an island style with an open concept. (No pipe and drape will be used between booths.)

Booth Assignments

It is understood and agreed that all space will be assigned on a first-come, first-served basis determined by the date of **receipt of contract and full payment**. LeadingAge Missouri reserves the right to change the booth floor plan and booth locations at any time. LeadingAge Missouri reserves the right to assign exhibitors the best alternate space if the first three choices are already reserved and to make reasonable shifts in location. Each exhibiting company must insure itself against property loss or damage and against liability for personal injury.

Booth Fees & Cancellation Policy

The booth rental fee includes:

- Payment of the 8 x 10 booth space
- Exhibit hall passes for **two booth staff** for trade show (additional passes \$50.00 each)
- Wednesday evening Welcome Reception (5:30-6:30 pm)
- Thursday evening Exhibitors' Reception (5:00-7:00 pm)
- Lunch for two booth staff in the Exhibit Hall on Thursday
- Friday breakfast (7:30-8:30 am)
- All break options

Booth Fees

Standard Booth is **\$850 for Members and \$1,400 for Non-Members**

The non-member exhibiting fee includes a \$550 LeadingAge Missouri membership for the remainder of the calendar year 2025.

Exhibitor's Service Kit

An Exhibitor's Service Kit will be emailed with the booth confirmation.

All materials should be shipped to the Lodge of the Four Seasons, Lake Ozark. Shipping information will also be included in the Exhibitor's Service Kit. If you have immediate questions regarding exhibitor booth, please contact Rebekah Lucas, VP of Operations for LeadingAge Missouri at 573-606-6092 or email rebekahlucas@leadingagemissouri.org.

Cancellation Policy

The entire booth rental fee must accompany the contract. **If the cancellation is received in writing before May 16, 2025**, a refund, less a 25% handling fee, will be issued. Cancellations after this date or failure to participate in the show will result in forfeiture of the entire fee. Non-payment of space after this deadline will be interpreted to mean that the exhibiting company no longer wishes to reserve space, and LeadingAge Missouri reserves the right to sell this space to another company.

Additional Sponsorship Opportunities

All sponsorship opportunities are on a first-come, first-served basis determined by the date of receipt of the **contract and full payment**. To maximize exposure at the 2025 LeadingAge Missouri Annual Conference, sponsorship opportunities are listed on the next page (Page 4).

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Opportunity	Investment	Benefits
Registration Sponsor	\$2,500	Opportunity for signage at Registration Desk, half-page ad in the on-site program, recognition in the LeadingAge Missouri Messenger Newsletter.
General Sponsor	\$2,000	Opportunity to sponsor the overall conference. This sponsorship includes your booth (must be a member), logo displayed throughout the conference and in the on-site program, recognition in Missouri Messenger Newsletter.
Reception Sponsor (2 Available)	\$5,000 Will split	Opening remarks and introductions at one of two receptions, (Wednesday, May 28th or Thursday, May 29th) full-page ad in conference brochure, listing on conference app, signage at conference, verbal recognition throughout conference, and recognition in LeadingAge Missouri Messenger Newsletter
Conference App	\$3,000	Opportunity to have content on your own section of the conference app, driving people to your booth, signage at conference, verbal recognition throughout conference and recognition in the LeadingAge Missouri Messenger Newsletter
Event Program Sponsor	\$2,000	Full-page ad in the conference on-site brochure, listing on conference app, signage at conference, verbal recognition throughout conference and recognition in LeadingAge Missouri Messenger Newsletter.
Luncheon Sponsor (2 Available)	\$5,000 Will split	Opening remarks and introductions at one of two luncheons (exhibit hall lunch or awards lunch), full-page ad in the conference brochure, listing on the conference App, signage at the conference, verbal recognition throughout the conference, and recognition in LeadingAge Missouri Messenger Newsletter
Member Breakfast (2 Available)	\$5,000 Will split	Opening remarks and introductions at breakfast, full-page ad in conference brochure, listing on conference app, signage at conference, verbal recognition throughout conference, and recognition in LeadingAge Missouri Messenger Newsletter
Keynote Speaker Sponsor	\$5,000	Opening remarks and introductions, full-page ad in conference brochure, listing on conference app, signage at conference, verbal recognition throughout conference, and recognition in LeadingAge Missouri Messenger Newsletter
Movie	\$2,000	Movie Cycling Without Age will be shown on Friday, May 30th , at the Cordoba Theater at the Lodge. This includes a half-page ad in conference on-site brochure, a listing on conference app, signage at conference, verbal recognition throughout conference, and recognition in LeadingAge Missouri Messenger Newsletter.
Break (4 Available)	\$2,000	Half-page ad in conference on-site brochure, listing on conference app, signage at conference, verbal recognition throughout conference, and recognition in LeadingAge Missouri Messenger Newsletter.
Board Luncheon	\$2,500	Host the Board of Directors Luncheon scheduled for Wednesday, May 28th . The sponsor's team (limit of three members) will be invited to attend the luncheon.

BECOME AN ADVERTISER

Advertising in LeadingAge Missouri's on-site program is an excellent way to reinforce your commitment to this conference and to have a presence if you cannot participate in other ways.

All conference attendees receive an on-site program. The 8.5" x 11" brochure will include general conference information, a conference agenda, sponsor information, as well as a listing of exhibitors and locations.

Note: The on-site brochure and planner will display exhibitors and sponsors paid as of May 1, 2025.

Full-page, full-color ad spaces are inside the front cover, inside the back cover, and on the outside of the back cover.

Opportunity	Amount	Details
Outside Back Cover (full	\$800	Max. 7 ½" wide x 10" high
Inside Front Cover (full page)	\$800	Max. 7 ½" wide x 10" high
Inside Back Cover (full page)	\$700	Max. 7 ½" wide x 10" high
Interior Full Page	\$500	Max. 7 ½" wide x 10" high
Interior Half Page	\$250	Max. 7 ½" wide x 5" high

LeadingAge Missouri reserves the right to select the pages on which banner ads are placed. Error-free digital files, **jpg only**, should be sent to rebekahlucas@leadingagemissouri.org.

Lodging

Lodge of the Four Seasons

315 Four Seasons Drive
Lake Ozark, MO 65049
(888) 265-5500 for Reservations

You may visit their website to learn more about the hotel's amenities. The conference hotel room rates are:

Main Lodge Guestrooms **\$174.00**
Jr. King Suite **\$184.00**
Poolside Lanai Guestrooms **\$199.00**

Plus, the resort service fee will be automatically posted to individual sleeping rooms at **\$18** per room per day. Payment of the Resort Fee entitles guests to the following:

Complimentary basic wireless Internet in all public spaces and meeting spaces
Complimentary use of fitness center
Complimentary in-room Keurig coffee makers
Complimentary movies nightly in Cordoba Theatre
Complimentary shuttle service to Lodge amenities – Marina, Avila and Golf
Complimentary self-parking
Complimentary boat trailer parking

State and lodging tax will be added to the room charge for a single/double occupancy room. To ensure the conference rate, you must make hotel reservations by **May 6, 2025**. This is a strict deadline. Make your reservations by calling the Lodge of the Four Seasons toll-free at **(888) 265-5500** or by clicking here: [LeadingAge Missouri 2025](#). If calling, mention that you are with the LeadingAge Missouri Conference to receive this special rate.

LeadingAge Missouri 2025 Annual Conference + EXPO
Exhibitor/Sponsorship/Advertising Request Form
(Please type or print clearly.)

Organization: _____

Contact Person: _____

Mailing Address: _____

City/State/Zip: _____

Website: _____

Contact Person's Phone: _____

Contact Person's E-Mail: _____

Contact Person's Fax: _____

For On-Site Program Brochure: Please list the company name, representative, address, phone number, and e-mail address as it should appear in the final program, if different from above:

Preferred booth location: 1st _____, 2nd _____, 3rd _____ (exhibit layout follows – PAGE 7)

List of companies you do not wish to be placed near: _____

Please provide, in 20 words or less, a description of your products and/or services to be published in the on-site brochure. Please TYPE or PRINT CLEARLY. LeadingAge Missouri reserves the right to edit any material.

If you are registering for an Exhibit Booth, please indicate the following:

Exhibit hall passes for booth workers 1 and 2 FREE

Name of Attendee #1: _____ Name of Attendee #2: _____

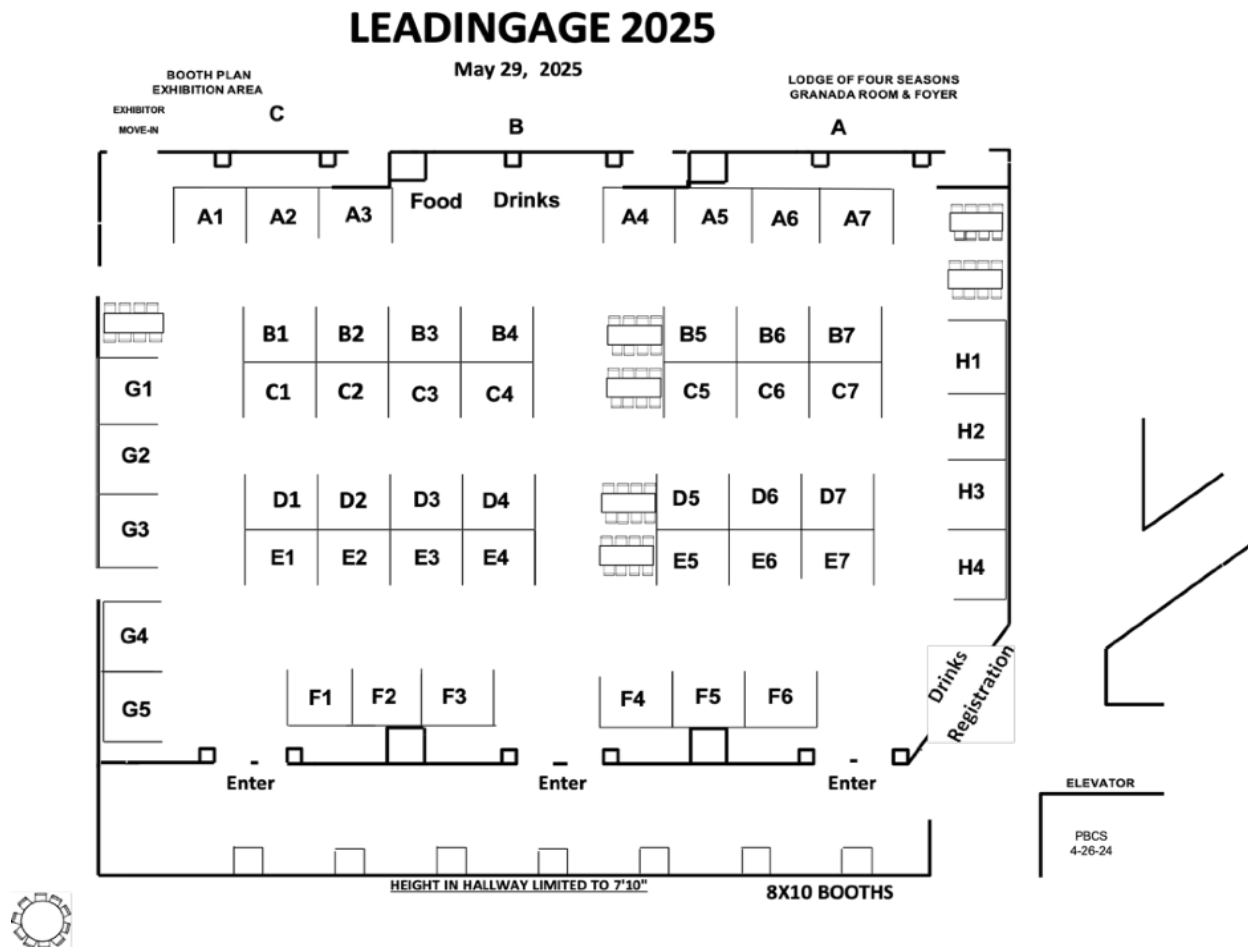
Exhibit hall passes for additional workers @ \$50.00 each x _____ = \$ _____

Name(s) of additional attendee(s): _____

Publicity

Exhibitors who register and pay in full by **May 1, 2025** will be recognized in the on-site program brochure. Ads and logos must be received by **May 1, 2025** to be included in the on-site program brochure.

EXHIBIT HALL FLOORPLAN



Liability

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner(s), its management company and LeadingAge Missouri, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Please check all that apply to your organization:

Sponsorships: check all that apply

Check	Opportunity	Cost	Quantity	Total Cost
	Registration Sponsor	\$2,500		
	General Sponsor	\$2,000		
	Reception Sponsor (2 Available) (Will Split)	\$5,000		
	Conference App	\$3,000		
	Event Program Sponsor	\$2,000		
	Luncheon Sponsor (2 available) (Will Split)	\$5,000		
	Member Breakfast (2 Available) (Will Split)	\$5,000		
	Keynote Speaker	\$5,000		
	Movie Sponsor	\$2,000		
	Break Sponsor (4 Available)	\$2,000		
	Board Lunch	\$2,500		
	TOTAL			

Advertisements check all that apply

Check	Opportunity	Cost	Quantity	Total Cost
	Outside Back Cover (full page)	\$800		
	Inside Front Cover (full page)	\$800		
	Inside Back Cover (full page)	\$700		
	Interior Full Page	\$500		
	Interior Half Page	\$250		
	TOTAL			

TOTAL AMOUNT DUE \$ _____
 Payment Information Located on Next Page



TOTAL PAYMENT \$ _____



Company Name: _____

Type of Payment: ___ Check ___ Visa ___ AMEX ___ MasterCard

Credit Card # _____ Exp. Date: _____

CVC Code: _____

Signature: _____

Please **PRINT** the name on the card: _____

Billing address for the card: _____

The terms and conditions printed in the Exhibitor Prospectus/Sponsor/ Advertising Opportunities brochure are hereby incorporated by reference, and we agree to be bound by them. We agree that we shall accept the booth space assigned. LeadingAge Missouri is authorized to reserve exhibit space for our organization's use as indicated above. All sponsorship opportunities are on a first-come, first-served basis. You will be notified if the sponsorship you requested has already been reserved.

Signature: _____ Date: _____

Make checks payable to **LeadingAge Missouri** and mail the completed application to:

LeadingAge Missouri, 3412 Knipp Drive, Suite 102, Jefferson City, MO 65109.

Applications and questions may be faxed to (573) 635-6618 or e-mailed to

rebekahlucas@leadingagemissouri.org

Online payment is available at www.leadingagemissouri.org

Thank you for supporting LeadingAge Missouri and our members!!

For Office Use Only

<u>Exhibit Amount</u>	<u>Sponsor Amount</u>
<u>Advertising Amount</u>	<u>Social Event</u>
<u>Extra Exhibit Staff Amount</u>	<u>Registration/Meals Amount</u>
<u>Dues Amount</u>	<u>Total Amount</u>
<u>Date Received</u>	<u>Check # or Credit Card Type</u>