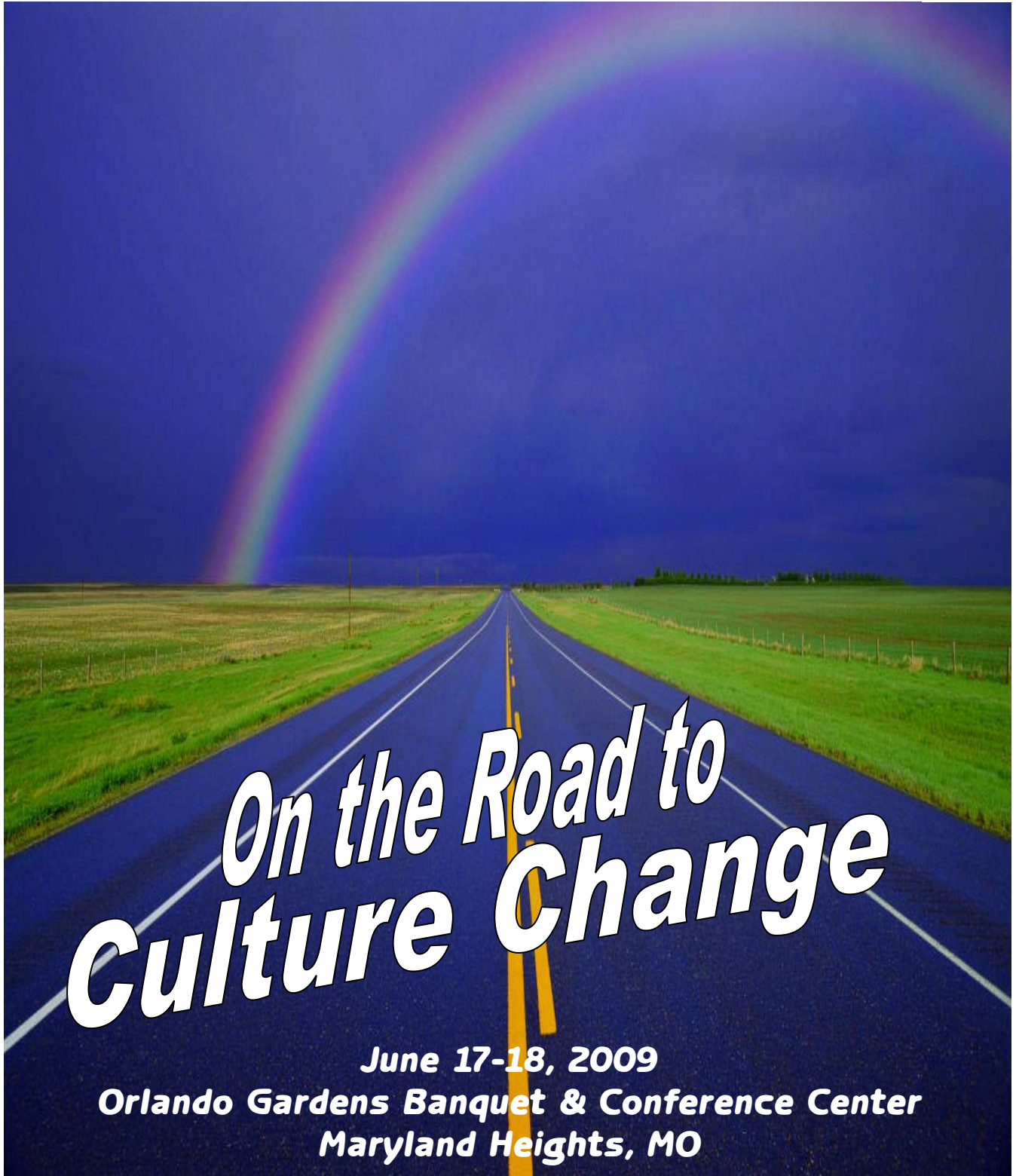


Exhibit, Sponsorship & Advertising Form



*On the Road to
Culture Change*

June 17-18, 2009

**Orlando Gardens Banquet & Conference Center
Maryland Heights, MO**

2009 MoAHA/MC5 Exhibitor Prospectus, Sponsorship & Advertising Opportunities

The Missouri Association of Homes for the Aging (MoAHA) and the Missouri Coalition Celebrating Care Continuum Change (MC5) invite you to exhibit at the Culture Change Conference. Our theme is **“On the Road to Culture Change”**, and it will be held at the Orlando Gardens Banquet & Conference Center, Maryland Heights, MO on **June 17-18, 2009**. The exhibit hall will be open on **Wednesday, June 17, 2009**.

This year, we expect to host 200+ representatives from the long term care profession, including skilled nursing, residential care, elderly housing, and other service providers. This is a time for care providers to meet with exhibitors to learn how partnerships can be developed to help their care communities accomplish their mission and reach their Culture Change goals.

New this year

The conference will have an **educational track for Long-Term Care Stakeholders**, including hospice, vendors, consumers and Long-Term Care associations. Be sure to attend these Wednesday sessions to learn more about those you serve!

There will be an **evening reception** on Wednesday to increase your exhibit time. Long-term care and senior service providers will be hosting poster sessions for attendees to enjoy as well. We expect this to be a great time for networking as well as relaxing!

Exhibit Area Details

Standard exhibit areas are 6’ deep x 8’ wide. 110-volt electrical outlets and other supplies are available through the conference center for an additional fee and must be ordered in advance. **To really impress those visiting your booth, make use of the conference theme “On the Road to Culture Change”. Decorate your booth to catch the eye of those passing by!**

Exhibit space includes:

- 8 foot table draped and skirted
- Two chairs
- One wastebasket
- Identification sign



Exhibit Space Assignments

It is understood and agreed that all space is assigned on a first-come, first-served basis determined by date of receipt of contract and full payment. **Space is limited.** MoAHA/MC5 reserve the right to change the floor plan and exhibit space locations at any time. MoAHA/MC5 reserve the right to assign exhibitors the best alternate space in the event that the first choices are already reserved, and to make reasonable shifts in location. Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury.

Liability

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the exhibitor’s activities on the Conference Center premises and will indemnify, defend and hold harmless Orlando Gardens Banquet & Conference Center, its owners, management company, and the Missouri Association of Homes for the Aging, as well as their respective agents, servants and employees from any and all such losses, damages, and claims.

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Shipping Services

Orlando Gardens Banquet & Conference Center has agreed to receive shipments no sooner than Tuesday, June 16, 2009. Arrangements must be made directly with the conference center. Instructions will be included in your confirmation information.

Exhibit Space Fees & Cancellation Policy

Booth rental fee includes:

- Payment of the booth
- Booth furnishings
- Exhibit hall passes for two booth workers
 - Lunch
 - Wednesday Stakeholders educational track
 - Entrance to the evening reception

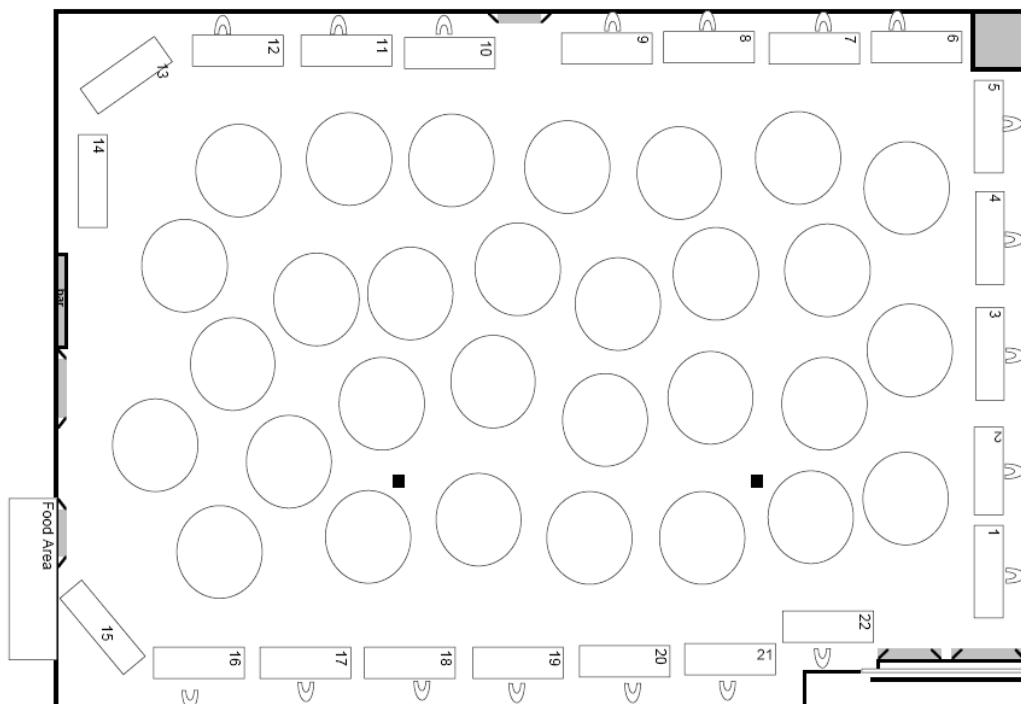


Exhibit hall passes for additional booth workers may be purchased for \$35.00 each.

The entire rental fee must accompany the contract. A refund will be made, less a 10% handling fee, if the cancellation is received in writing prior to May 16, 2008. Cancellations after this date or failure to participate 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 MoAHA/MC5 reserve the right to sell this space to another company.

The fee for exhibiting is \$400.00 for an 8' x 6' exhibit space. Booth fees do not include fees for the seminars, meals, entertainment, lodging, set-up costs, decorating, electrical, travel, etc.

Exhibit Hall Layout



2008 MoAHA/MC5 Exhibitor Prospectus, Sponsorship & Advertising Opportunities

Attendance

The exhibit hall is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space assignment. Representatives of non-exhibiting firms will not be admitted to the exhibit floor or conference site without full payment of the non-exhibiting fee.

No admittance will be given to any person who has not been officially registered for the Culture Change Conference. No guests of exhibiting companies will be admitted on the exhibit floor.

Publicity

Exhibitors who register and pay in full by **April 13, 2009** will be recognized in the MoAHA newsletter, conference registration materials, on-site brochure and be acknowledged on the MoAHA website, as well as on the MC5 website. Exhibitors who register by April 30, 2009 will be recognized in the MoAHA newsletter and in the on-site brochure, as well as be recognized on the MoAHA website, as well as on the MC5 website.

Lodging

Lodging is available at the Drury Inn, located at 12220 Dorsett Road in Maryland Heights, MO. It is .7 miles east of Orlando Gardens Banquet & Conference Center. You may visit their website at <https://www.druryhotels.com/PropertyOverview.aspx?Property=0032> to learn more about this hotel. The conference room rate is \$85.00 plus state and lodging tax for a single/double occupancy room. **To insure the conference rate you MUST make your reservations by June 2, 2009. This is a very strict deadline.** To reserve online, go to www.druryhotels.com, click on **Book it Fast**, then enter group number **2061757**, or you may call 1-800-325-0720 to make your reservations. A complimentary hot breakfast buffet is included with an overnight stay.

There are several shopping and restaurant options in the Westport area.

Conference Agenda

Wednesday, June 17, 2009

8:00 a.m. – 11:00 a.m.	Exhibitor Set-Up
9:00 a.m. – 11:00 a.m.	Welcome & Opening Keynote
11:15 a.m.—12:30 p.m.	Educational Sessions
12:00 p.m.	Exhibitor Lunch
12:30 p.m. – 2:00 p.m.	Exhibit Hall Opens with Lunch Served in Exhibit Area
2:00 p.m. – 5:30 p.m.	Educational Sessions
3:15 p.m. —3:30 p.m.	Break & Exhibit Viewing
5:00 p.m.—7:00 p.m.	Evening Reception with Poster Sessions & Exhibit Viewing
7:00 p.m.—7:30 p.m.	Dismantle Exhibits

Thursday, June 18, 2009

10:00 a.m. – 1:00 p.m.	Educational Sessions
1:00 p.m.—3:00 p.m.	Lunch & Closing Keynote



2009 MoAHA/MC5 Exhibitor Prospectus, Sponsorship & Advertising Opportunities

Sponsorship Opportunities

All organizations sponsoring the conference will receive recognition in the MoAHA newsletter & on-site brochure, if registered by April 13, 2009. Other benefits include promotion of your website address in all promotional materials, and verbal acknowledgment during the conference. In order to maximize exposure at the On the Road to Culture Change Conference, the following sponsorship opportunities are available:

CATEGORY	AMOUNT	BENEFITS
Show-Me Sponsor	\$5,000	Thank you signage, banner*, introduction, exhibit space
Tote Bags	\$1,000 (single sponsor)	Logo on tote bags, literature insert in tote bag (<i>provided by sponsor</i>)
Name Badge Holders	\$750 (single sponsor)	Logo on badge holder
Wednesday Luncheon	\$500	Thank you signage, banner*
Wednesday Evening Reception	\$500	Thanks you signage, banner*
Thursday Luncheon	\$500	Thank you signage, banner*
Keynote Presentations	\$400	Thank you signage, banner* & literature display table in room
Attendee Roster	\$400	Name/logo on roster
Exhibitor Roster	\$400	Name/logo on roster
Concurrent Educational Sessions	\$350	Thank you signage
Literature Insert	\$400	Company flyer/brochure in attendee tote bags

**Sponsor must provide*

Registration Brochure Advertising Opportunities

Registration brochure is sent ONLY via e-mail and is sent to any potential participant. Ads must be sent to eva@moaha.org. (Only electronic ads will be accepted. No color restrictions.)

Outside Back Cover (Full Page)	\$750	Max. 7 1/2 in. wide x 10 in. high
Inside Front Cover (Full Page)	\$650	Max. 7 1/2 in. wide x 10 in. high
Inside Back Cover (Full Page)	\$650	Max. 7 1/2 in. wide x 10 in. high
Full Page	\$400	Max. 7 1/2 in. wide x 10 in. high
Half Page	\$250	Max. 7 1/2 in. wide x 5 in. high

On-Site Brochure Advertising Opportunities

On-site brochure is printed in-house in four-color and distributed only to attendees.

Outside Back Cover (Full Page)	\$550	Max. 4 1/2 in. wide x 7 1/2 in. high
Inside Front Cover (Full Page)	\$450	Max. 4 1/2 in. wide x 7 1/2 in. high
Inside Back Cover (Full Page)	\$450	Max. 4 1/2 in. wide x 7 1/2 in. high
Full Page	\$250	Max. 4 1/2 in. wide x 7 1/2 in. high
Half Page	\$150	Max. 4 1/2 in. wide x 4 in. high

On the Road to Culture Change Conference Exhibit Booth Registration

Organization: _____ Contact Person: _____

Mailing Address: _____ City/State/Zip: _____

Website: _____ Contact Person's Phone: _____

Contact Person's E-mail: _____ Fax: _____

Does the information above appear the way you would like it in the on site brochure? If not, please list the company name, representative, address and phone number as it should appear in the final program.

- List your top three choices of booths: 1st _____ 2nd _____ 3rd _____
- Please list 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 onsite brochure at the Making Strides to the Culture Change Conference and Exposition. Please TYPE or PRINT CLEARLY. (MoAHA reserves the right to edit any material.)

Please check the following that apply to your organization:

- Exhibit hall pass for booth workers 1 and 2 FREE
Name of booth worker # 1: _____
Name of booth worker # 2: _____
Address if different than above: _____

- Exhibit hall pass for booth workers 3, 4, 5, 6... \$35 per person x's ____ = \$ ____
Name of booth worker # 3: _____
Name of booth worker # 4: _____
Name of booth worker # 5: _____

- Wednesday vendor registration without exhibiting \$450 per person x's ____ = \$ ____

- Thursday Seminar Registration (includes lunch) \$75 person x's ____ = \$ ____

- \$400 Fee for Exhibit Space

On the Road to Culture Change Conference Exhibit Booth Registration

Sponsorship Opportunities

I want to be a 2009 sponsor in the following categories:

- | | | | |
|------------------------------------------------------|---------|------------------------------------------------|-------|
| <input type="checkbox"/> Conference Sponsor | \$5,000 | <input type="checkbox"/> Thursday Lunch | \$500 |
| <input type="checkbox"/> Tote Bags | \$1,000 | <input type="checkbox"/> Keynote Presentations | \$400 |
| <input type="checkbox"/> Name Badge Holders | \$750 | <input type="checkbox"/> Attendee Roster | \$400 |
| <input type="checkbox"/> Wednesday Lunch | \$500 | <input type="checkbox"/> Exhibitor Roster | \$400 |
| <input type="checkbox"/> Wednesday Evening Reception | \$500 | <input type="checkbox"/> Breakout Sessions | \$350 |
| | | <input type="checkbox"/> Literature Insert | \$400 |

Advertising Opportunities

Registration Brochure

- | | |
|---------------------------------------------|-------|
| <input type="checkbox"/> Outside Back Cover | \$750 |
| <input type="checkbox"/> Inside Front Cover | \$650 |
| <input type="checkbox"/> Inside Back Cover | \$650 |
| <input type="checkbox"/> Full Page | \$400 |
| <input type="checkbox"/> Half Page | \$250 |

On-Site Brochure

- | | |
|---------------------------------------------|-------|
| <input type="checkbox"/> Outside Back Cover | \$550 |
| <input type="checkbox"/> Inside Front Cover | \$450 |
| <input type="checkbox"/> Inside Back Cover | \$450 |
| <input type="checkbox"/> Full Page | \$250 |
| <input type="checkbox"/> Half Page | \$150 |

Payment Information for Exhibit Booth & Sponsorship

Exhibit Fee: \$ _____ Sponsorship Fee: \$ _____ Advertising Fee: \$ _____

TOTAL PAYMENT: \$ _____ Company Name: _____

Type of payment: Check Visa MasterCard

Credit Card #: _____ Expiration Date: _____

Last 3 digits in Authorization Signature Box _____

Please PRINT name on card: _____ Signature: _____

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

Signature: _____ Date: _____

**Please make checks payable to MoAHA and mail with the completed application to
MoAHA ~ 3412 Knipp Drive, Ste. 102 ~ Jefferson City, MO 65109.
Telephone (573) 635-6244 ~ Fax (573) 635-6618 ~ E-mail Eva Rohrbach at eva@moaha.org**

For MoAHA Use Only

Exhibit Amount: _____ Total Amount: _____

Date Received: _____ Sponsorship Amount: _____ Code #: _____

Check #: _____ Advertising Amount: _____