



# Exhibit and Sponsor Packet

**September 28–October 1, 2021**

Ocean City Convention Center  
Ocean City, Maryland



**Kelly Benefits**



# Exhibit and Sponsor Packet

A Gathering of Maryland's Skilled Nursing, Post-Acute, Assisted Living, and Senior Care Providers.

**THE LARGEST GATHERING OF HEALTHCARE PROFESSIONALS IN THE REGION**

## Profile

The 2021 LifeSpan Annual Conference offers your company exceptional exposure to owners and operators of skilled nursing and rehabilitation centers, assisted living facilities, CCRCs, adult day centers and home health agencies.

Exhibitors and sponsors find this conference to be particularly attractive because the conference attendees are decision-makers and represent the entire healthcare continuum in Maryland and surrounding states.

Conference attendees invest millions of dollars each year on goods and services, making this event an attractive showcase for your company. Meeting clients, generating new leads, building brand and product recognition, or support Maryland's leading senior services association – LifeSpan Annual Conference makes it easy to meet your target audience where they are.

**For information on exhibiting, contact Enid-Mai Jones: 410-381-1176, ext. 241 or [ejones@lifespans-network.org](mailto:ejones@lifespans-network.org).**

## Why Exhibit?

### Conference Audience

- Independent Owners
- Regional Multi Facility Operators
- State Multi Facility Operators
- Large National Chains
- Proprietary and Non-Proprietary Skilled Nursing Centers
- Assisted Living Communities
- Continuing Care Retirement Communities
- Adult Day Services Providers
- Home Health Care Providers

### Value

- This event draws 500+ decision-making attendees
- Four hours of dedicated exhibit time
- Sponsorship opportunities to maximize company exposure
- Many opportunities to increase visibility and network with upper management, regional managers, owners, operators, clinical and ancillary personnel

### Benefits

- Listing and description in conference program
- Listing and description on conference website and app
- Exclusive show hours – education programs and other activities do not compete with exhibit hours
- Two complimentary, full registrations for company representatives

## Exhibit Fees

LifeSpan Member..... \$1,750  
Non Member ..... \$2,250

## Exhibit Fees Include

- 8' x 10' booth space (carpeted floor area, pipe and drape, 6-ft. skirted table, 2 chairs, 110v outlet)
- 2 Booth Staff complimentary full registration package

## Exhibit Hours

### Set-up

Tuesday, September 28 ..... 10:00 am – 5:30 pm  
Wednesday, September 29..... 7:30 am – 9:00 am

### Exhibit Hours

Wednesday, September 29..... 10:15 am – 12:15 pm  
Thursday, September 30 ..... 10:15 am – 12:15 pm

### Breakdown

Thursday, September 30 ..... 12:30 pm – 4:30 pm

It is recommended that vendors schedule their company/client dinners for Tuesday and Wednesday nights.

## How to Register

**Online is the fastest way to select booth space and receive confirmation at [www.LifeSpan-Network.org](http://www.LifeSpan-Network.org)**

An Exhibitor's Service Kit for the Roland E. Powell Convention Center, outlining additional details, requirements and requests for additional material is available on the conference website.

## Hotel Information

A reduced rate is offered at several hotel locations throughout Ocean City, Maryland. All hotel properties are conveniently located near the Ocean City Convention Center where all conference activity will take place.

The **Hilton Suites** is identified as the conference headquarters hotel.

### Hilton Suites Oceanfront

33rd Street, (866) 729-3200

**RATE:** \$149 per night

### DoubleTree Oceanfront

33rd Street, (410) 289-1234

**RATE:** \$125 per night

### Holiday Inn Hotel & Suites

17th Street, (866) 627-8483

**RATE:** \$139 per night

### Quality Inn Oceanfront

54th Street, (800) 837-3586

**RATE:** \$79 per night

### Holiday Inn Oceanfront

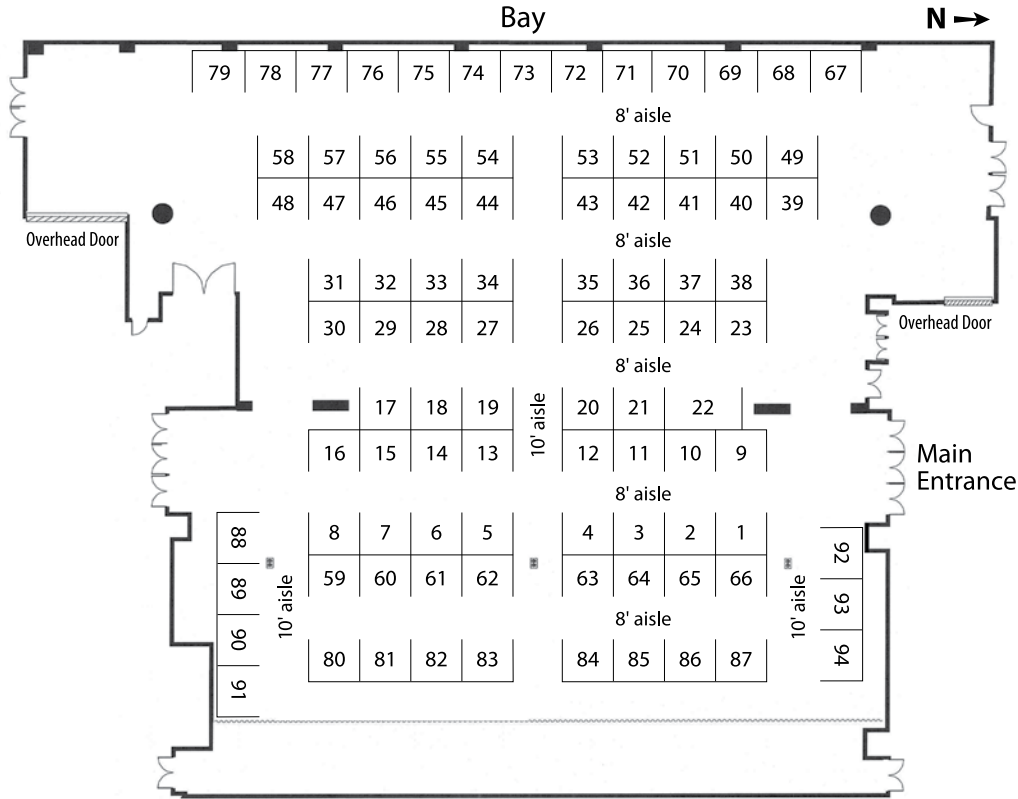
67th Street, (800) 837-3588

**RATE:** \$84 per night

*When making reservations please indicate you are attending the LifeSpan Conference.*

# Exhibit Floor Plan

Ocean City Convention Center, 4001 Coastal Highway, Ocean City, Maryland 21842



## Schedule at a Glance

### Tuesday, September 28

5.75 hours of education

- 11:00 am–5:45 pm ..... Registration Desk Open
- 11:30 pm–12:30 pm ..... Concurrent Education Programs
- 12:45 pm–1:45 pm ..... Concurrent Education Programs
- 2:00 pm–3:00 pm ..... Concurrent Education Programs
- 3:15 pm–4:15 pm ..... Concurrent Education Programs
- 4:30 pm–5:30 pm ..... Welcome Reception
- 5:45 pm–7:45 pm ..... SPECIAL EVENT–Movie Night
- 9:00 am–5:30 pm ..... Exhibitor Set-Up**

### Wednesday, September 29

6.75 hours of education

- 7:30 am–9:05 am ..... Exhibitor Set-Up**
- 7:00 am ..... Registration Open/Breakfast
- 7:30 am–8:30 am ..... Concurrent Education Programs
- 8:45 am–10:00 am ..... Opening General Sessions
- 10:15 am–12:15 pm ..... Exhibit Hall Open
- 12:30 pm–2:00 pm ..... General Session/Box Lunch
- 2:15 pm–3:15 pm ..... Concurrent Education Programs
- 3:30 pm–4:30 pm ..... Concurrent Education Programs
- 4:45 pm–5:45 pm ..... Concurrent Education Programs

**Open evening for company dinners.**

### Thursday, September 30

6.0 hours of education

- 7:30 am ..... Registration Open/Breakfast
- 8:00 am–10:00 am ..... General Session–OHCQ/Regulatory
- 10:15 am–12:15 pm ..... Exhibit Hall Open
- 12:30 pm– 2:30 pm ..... General Session/Lunch and Awards
- 2:45 pm– 3:45 pm ..... Concurrent Education Programs
- 4:00 pm– 5:00 pm ..... Concurrent Education Programs
- 5:30 pm– 7:30 pm ..... Closing Reception
- 12:30 pm– 4:30 pm ..... Exhibitor Breakdown**

### Friday, October 1

4.0 hours of education

- 7:00 am–11:00 am ..... Registration Desk Open/Breakfast
- 7:30 am– 8:30 am ..... Concurrent Education Programs
- 8:45 am– 9:45 am ..... Concurrent Education Programs
- 10:00 am–11:00 am ..... Concurrent Education Programs
- 11:15 am–12:15 pm ..... Concurrent Education Programs

# Sponsorships

Conference sponsorship opportunities are available to any company wishing to increase their exposure and brand recognition to Maryland's senior care provider communities, skilled nursing and rehabilitative care providers, assisted living facilities, home health care, adult day services providers and more.

There is no easier way to promote your company to hundreds of health care leaders and decision makers.

## Available Sponsorships

### **\$10,000.....Annual Conference Sponsor**

- One 8 x 10 exhibit booth
- Company name and logo on signage and front of publications
- Company logo listed on conference website, app and publications
- Company full page ad in program book
- Two conference registrations

**SOLD OUT**

### **\$5,000.00.....Conference App and Website**

- Company logo on front page of conference website and an app banner
- Company half page ad in program book
- Company logo listed on conference website, app and publications
- Two conference registrations

**SOLD OUT**

### **\$5,000.00.....Conference Bags**

- Company logo printed on one side of the tote bag
- Company logo listed on conference website, app and publications
- Company half page ad in program book
- Two conference registrations

**SOLD OUT**

### **\$5,000.00.....Opening General Session**

- Opportunity to address the audience for a 2-minute company introduction
- Company logo listed on conference website, app and publications
- Company half page ad in program book
- Two conference registrations

**SOLD OUT**

### **\$3,500.00.....General Session with Lunch**

- Opportunity to address the audience for a 2-minute company introduction
- Company logo listed on signage conference website, app and publications
- Company half page ad in program book
- One conference registration

In addition to the benefits of your sponsorship, company acknowledgments are included in the conference program, conference app, conference website and on appropriate signage throughout the Convention Center.

### **Questions?**

Contact Lesley Flaim, lflaim@lifespan-network.org, 410-381-1176, ext. 261 or Enid-Mai Jones, ejones@lifespan-network.org, (410)-381-1176, ext. 241

### **\$3,500.00.....Opening Night Reception**

- Company name and logo on signage
- Company logo listed on conference website, app and publications
- Company half page ad in program book
- One conference registration

### **\$3,500.00.....Closing Reception**

- Company name and logo on signage
- Company logo listed on conference website, app and publications
- Company half page ad in program book
- One conference registration

### **\$3,000.00.....Conference Note Pads**

- Company Logo printed on note pads
- Company logo listed on conference website, app and publications
- Company half page ad in program book
- One conference registration

**SOLD OUT**

### **\$2,500.00.....Cell Phone Charging Station**

- Company logo on charging station
- Company logo listed on conference website, app and publications
- One conference registration

### **\$2,500.00.....Sanitizing Station**

- Company logo on sanitizing station
- Company logo listed on conference website, app and publications
- One conference registration

### **\$2,000.00.....Breakfast or Lunch**

- Company name and logo on signage
- Company logo listed on conference website, app and publications
- One conference registration

### **\$750.00.....Education Breakout Session**

- Company name and logo on signage
- Company logo listed on conference website, app and publications

### **\$500.00.....Refreshment Break**

- Company name and logo on signage
- Company logo listed on conference website, app and publications

# 2019 Conference Exhibitors

350Care	Gross, Mendelsohn & Associates	Partner Pharmacy
Acuity Medical Inc	Guardian CSC	Petalo
Advanced PICC Specialists, Inc	H&R Healthcare	PharMerica
Advantage Surgical & Wound Care	Hartman Executive Advisors	Pharmscript
AdvantageCare Rehabilitation	Healthcare Services Group	PointRight
Aegis Therapies	HealthDrive	Prime
Allied Pharmaceutical Services Inc.	Hertzbach & Company, P.A.	Prime Time Healthcare
American Medical Technologies	HomeCall	Procter & Gamble
Avanir Pharmaceuticals	HPS	Professional Care Pharmacy
Barclay Water Management	HQI	Provider Partners Health Plan
Bayada Home Health Care	iCareManager	Psych360
Bodie, Dolina, Hobbs, Friddell & Grenzer, P.C.	Kelly & Associates Insurance Group (KELLY)	Radiation Physics Inc
Bollinger Energy	LW Consulting, Inc.	RCM&D
Cadia Healthcare	Maryland Culture Change Coalition	Real Time Medical Systems
Carolina Speech Pathology, LLC	Maryland Vascular Specialists	Red Hawk Fire & Security
Charlotte Hall Veterans Home	McKesson Medical Surgical	Reliant Rehabilitation
Colonial Equipment Company	Medline Industries	Remedi SeniorCare
connectRN	Mind Over Machines	SavaSeniorCare
Correct Rx Pharmacy Services	MobilexUSA	Select Rehabilitation
CRISP	Morgan-Keller Construction	SeniorTV
Direct Supply, Inc	Mosaic Pharmacy Service	Smith & Nephew
Dynamic Mobile Imaging	Northeast Protection Partners	Symtech Solutions
Erickson Living	Northern Special Care Pharmacy	The Green House Project
Essity	Novus Pain Management	Therapy Systems DME Inc.
ExactMed Solutions	O2 Safe Solutions	Unidine
ExpressCare Pharmacy	Omicare / a CVS Health Company	Waldon Studio Architect
Genesis Rehab Services	Palatin Health Attorneys	Washington Vascular Specialists
GraneRx	Paradise Professional Pharmacy	Whiting-Turner
Gravity Healthcare Consulting		



# Looking for More Ways to Connect with Attendees?

We invite you to submit a presentation. Now is your chance to share your knowledge and experience; from success stories to professional insights, you have the opportunity to enhance long-term and post-acute healthcare in Maryland.



## Benefits of Presenting

- Share ideas and expertise with both newcomers and veterans of the senior residential and long-term healthcare fields.
- Meet others in the field who may contribute to the future success of your organization.
- Presenters receive a complimentary conference registration.

## Submission Guidelines

- Concurrent/Breakout sessions are one (1) hour.
- Submissions may be individual presentations, group presentations or panels.
- Individuals or groups may submit up to but no more than, 3 proposals.
- Submitting a proposal does not guarantee that your presentation will be selected.
- Speakers that are selected agree to abide by all deadlines.
- Submit online at [LifeSpan-Network.org](http://LifeSpan-Network.org)

## Questions?

Contact Enid-Mai Jones, [ejones@lifespan-network.org](mailto:ejones@lifespan-network.org) or 410-381-1176, ext. 241

**Submission Deadline: June 15, 2021**

