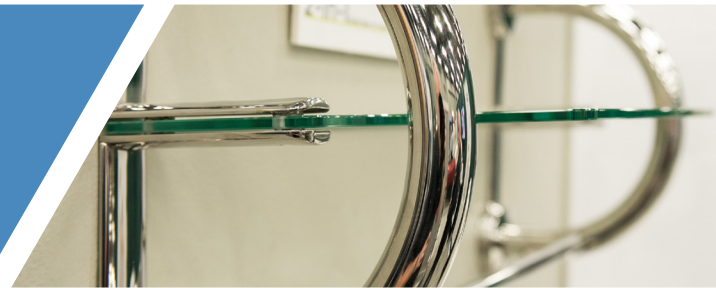


**DESIGN STRATEGIES FOR
 FUNCTIONAL SENIOR LIVING**



PROSPECTUS

PRODUCED BY



PRESENTING SPONSOR



IN CONJUNCTION WITH



ASSOCIATION PARTNERS



Environments for Aging (EFA) Expo and Conference

offers unrivaled opportunities to gain inspiration through a gathering of like-minded, forward-thinking individuals instrumental in the creation of future living environments for the aging.

This comprehensive three-day learning experience offers the latest strategies and ideas, while giving attendees the opportunity to make meaningful connections, network with peers and earn CEUs. Plus, you'll gain valuable information on the latest innovations and best practices in the design of long-term and residential care settings.

EFA Expo and Conference and its educational partners have worked together in developing a program dedicated to advancing senior environments through building, architecture, and design.

BENEFITS OF PARTICIPATING

- Be recognized as an expert in your field
- Access to your target market
- Gain new customers
- Make new professional connections
- Market and media exposure

TESTIMONIALS FROM EFA EXPO AND CONFERENCE ATTENDEES

“I really got a lot out of the sessions I attended, and the exhibit hall was well composed with lots of great vendors.”

– *Migette L. Kaup, PhD, IDEC, IIDA
Dept of ATID*

“The Environments for Aging Conference and Expo identifies the trends in long-term care that are taking place and must be addressed...”

– *Jack Bowersox, Partner*

“My Company, Electric Mirror, exhibited for the first time at the EFA Conference in Austin this year. I was really surprised by our results. We received more quality leads than I have received from much bigger national shows. I think that because it is smaller and vendors tend to bring their “A Game”, it attracts a higher quality attendee.

This show is the best kept secret in Senior Living Design community!”

–*Jack Armstrong, National Sales
Manager -Healthcare, Electric Mirror*



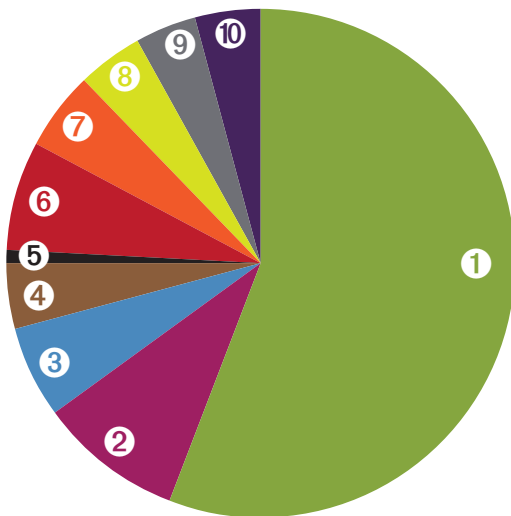
WHY EFA EXPO AND CONFERENCE?

Exhibitors and sponsors are encouraged to participate in all aspects of the conference, including education sessions and multiple networking events. By joining us you will reach your target market, forge new relationships, gain new perspectives, and increase your knowledge of the industry.

EFA EXPO AND CONFERENCE REACHES YOUR QUALIFIED PROSPECTS

ARCHITECTS | ADMINISTRATORS
BOARD MEMBERS | PRESIDENTS
INTERIOR DESIGNERS | PRINCIPALS
PURCHASING EXECUTIVES | CEOs
COOs | CFOs | CIOs | CMOs | DIRECTORS
CONTRACTORS/CONSTRUCTION
COMPANIES | CONSULTANTS
BUSINESS MANAGERS | OWNERS

2016 EFA EXPO AND CONFERENCE INDUSTRY BREAKDOWN



- ❶ Architecture/Interior Design/Design-Build Firms.. 56%
- ❷ Assisted Living/Residential Care 9%
- ❸ Campus/Continuing Care Retirement Community (CCRC)..... 6%
- ❹ Contractor/Construction Engineering 4%
- ❺ Hospital with LTC Unit/Rehabilitation/Post-Acute Facility 1%
- ❻ Independent Living/Senior Housing 7%
- ❼ Management Firm or Consultancy 5%
- ❽ Multifacility/Corporate or Regional Office..... 4%
- ❾ Nursing Home (SNF, ICF)..... 4%
- ❿ Other 4%

ATTENDEE PURCHASING AUTHORITY

- 34%** Approve/authorize
- 30%** Specify brands/vendors
- 26%** Identify/recommend products

62% of attendees are new prospects for returning exhibitors/sponsors





FEBRUARY 26–MARCH 1, 2017

MANDALAY BAY CONVENTION CENTER - LAS VEGAS, NV

SPONSORSHIP OPPORTUNITIES

The Environments for Aging Expo & Conference provides a wide range of sponsorship opportunities—designed to meet all of your company’s face-to-face marketing goals and budgets. Sponsorships available for the 2017 conference include:

Brand Awareness • Thought Leadership • Relationship Building • Attendee Badge • Attendee Bag • Attendee Bag Inserts • Attendee Lanyards • Breakfast Session • Coffee & Conversation Sponsorship • Community Tour • Community Tour Brunch • Daily E-news • Educational Track • Exhibit Space • Floor Clings • Gallery Space • Mobile

To discuss a customized sponsorship package developed for your marketing goals and objectives, contact the Environments for Aging Sales Team below. or visit the Environments for Aging Conference & Expo website environmentsforaging.com

Exhibit space rates vary per show and according to time of reservation.

CONTACT YOUR ACCOUNT EXECUTIVE FOR DETAILS AND CURRENT RATES

Sales Representatives

Companies A-J, #'s

Lindsey Judy
770-291-5405
lindsey.judy@emeraldexpo.com

Companies K-Z

Emily Clay
770-291-5439
emily.clay@emeraldexpo.com

Sales Manager

Mark Lind
770-291-5489
mark.lind@emeraldexpo.com

Show Director

Kevin Gaffney, CEM
770-291-5446
kevin.gaffney@emeraldexpo.com