

environments for aging

Conference + Expo

March 16-18, 2026 ♦ Phoenix Convention Center ♦ Phoenix

First-Time Attendee Guide

Welcome to EFA — You're in Great Company!

Did you know more than 30% of this year's attendees are new to EFA? We're thrilled to have you join us and want to make sure you're ready to hit the ground running. Here's a quick guide of tips and tricks to help you make the most of your time in Phoenix.



DRESS CODE & BADGES

- ♦ **The dress code is business casual** for most of the show (bring an extra layer for the AC and a comfortable pair of shoes for walking)
- ♦ For our off-site Shamrock Social Networking Party on Tuesday, March 17, more casual is welcome—and **don't forget to wear your green!**
- ♦ **Your most important accessory is your show badge**—please wear it during all event hours, including at the Shamrock Social. This grants you access to all the programming that comes with your badge type.

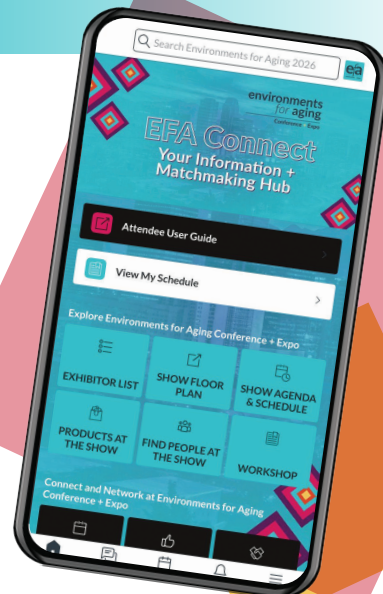
DOWNLOAD THE OFFICIAL EFA CONNECT APP

Your personal show guide—right in your pocket. Use the app to:

- ♦ Customize your schedule
- ♦ “Favorite” exhibitors you want to visit
- ♦ Navigate the Expo Hall floor plan
- ♦ Access session details and submit evaluations (conference attendees only)
- ♦ Connect with exhibitors and other attendees

Don't forget to allow push notifications to stay up to speed on schedule updates and show announcements as they're made!

CLICK HERE to download the mobile app.



The logo for 'THE EXCHANGE' is displayed within a stylized speech bubble graphic. The text 'environments for aging' is in a small, sans-serif font above 'THE EXCHANGE', which is in a large, bold, sans-serif font. Below this, 'Conference + Expo' is written in a smaller font.

THE EXCHANGE

NEW PROFESSIONALS MEET-UP

Monday, March 16 | 5:45-6:30 p.m. | The Exchange inside the Expo Hall

This relaxed, come-and-go gathering taking place during EFA's Welcome Reception is designed for:

- ♦ First-time EFA attendees
- ♦ Newcomers to the senior living design sector
- ♦ Anyone interested in growing their network

Meet fellow new professionals, connect with seasoned attendees, and spend time with our *EFA* magazine editors and advisory board as well as leaders of our EFA event team.

Come curious. Leave connected.

MEALS, RECEPTIONS, AND BREAKS INCLUDED WITH ALL REGISTRATION TYPES

We've built in lots of time to refuel and connect—all without leaving the building or adding to your expense report

♦ **Welcome Reception (open bar and light bites)**

Monday, March 16 — 4:30-6:30 p.m. | Expo Hall
(North Building, Exhibit Hall A & B)

♦ **Breakfasts**

Tuesday, March 17 — 7-8 a.m. | Outside Ballroom
301 AB (West Building)

Wednesday, March 18 — 8:30-9:45 a.m. | Outside Ballroom 301 C
(West Building)

♦ **Lunches**

Tuesday, March 17 — 12-1:30 p.m. | Expo Hall (North Building, Exhibit Hall A & B)

Wednesday, March 18 — 12-1:30 p.m. | Ballroom 301 AB (West Building)

♦ **Shamrock Social Networking Party (open bar and light bites)**

Tuesday, March 17 — 5:30-7:30 p.m. | Arizona Wilderness Brewing Co.

♦ **Coffee Breaks**

Tuesday, March 17 — 9-9:15 a.m. | Outside Meeting Rooms 101-106 (West Building)

Wednesday, March 18 — 10:45-11 a.m. | Outside Meeting Rooms 101-106 (West Building)

Wednesday, March 18 — 2:45-3 p.m. | Outside Meeting Rooms 101-106 (West Building)



\$5,000 CASH GIVEAWAY

That's right—you have the chance to leave Phoenix with \$5,000 extra dollars in your pocket. Here's how to participate:

- 1 - Visit all 3 sponsor booths and have your game card stamped at each stop
- 2 - Return your fully stamped card to **EFA booth #739**
- 3 - Be present in The Exchange at 2:45 p.m. for the drawing

\$5,000
CASH GIVEAWAY

To win, you must be **21 years of age or older, a legal U.S. resident, and be present inside the Expo Hall at the time of the announcement.** *Exhibitors and non-exhibiting manufacturers are not eligible.*

Cash Giveaway Sponsors: Anchor Solutions, Booth #532; Inpro, Booth #639; and Signature, Booth #539

A FEW FINAL TIPS FOR FIRST TIMERS

- ♦ **Arrive early** – Allow yourself a few extra minutes before sessions begin to snag the best seats and network with other attendees before presentations start.
- ♦ **Take notes** – You'll be surrounded by senior living design experts throughout the event, and you'll want to remember what you learned and the conversations you had! Whether using an AI notetaker or good old pen and paper, be sure you capture it.
- ♦ **Say hello!** – EFA is all about building community, so be sure to introduce yourself, ask questions, and attend all the networking events and breaks we've built into the program.
- ♦ **Schedule time** – If you want to formalize your networking, take advantage of our EFA mobile app to connect with other attendees and schedule time to meet. Need a location? We got you. The EFA Networking Lounge (Meeting Room 102 C, West Building) is open during all show hours.
- ♦ **Explore The Exchange** – This hub within the Expo Hall is a landing spot for networking, session programming, and the \$5,000 Cash Giveaway announcement.
- ♦ **Lean on the EFA team** – We're here to help with anything you need. Look for our lapel badges and flag us down for any question you have on-site.