



Senior Products & Marketing Summit

September 1, 2015

Woodland Hills Country Club



Welcome all Sponsors and Exhibitors:

We are excited to announce the FIRST "Senior Products & Marketing Summit" in our region. This year's event is hosted by the LAAHU AND VCAHU chapters of the Health Underwriters.

This will be an exciting event focusing on new products, CMS rulings, and how the Medicare agent can educate their clients to new regulations.

The event will be held at the Woodland Hills Country Club from 9:30 AM to 3:30 PM.

Because of the huge success of the Northern and Southern CA Summits, we anticipate the attendance to be high, resulting in traffic to your booth. Agents need training and information about your products. Join us and we will get you in front of them!

So come and help the agents who serve the fastest growing population in history, "The Golden Years".

Sincerely,

Dede Kennedy-Simington & Dawn McFarland

Monte Merken, George Garcia & Peter Seibold

2015 Event Co-Chairs



**Los Angeles Association of Health Underwriters and
Ventura County Association of Health Underwriters Present:**

Senior Products and Marketing Summit 2015

2015 Exhibitor Application

This application is made on the _____ day of the month of _____, 2015 between:

(Print the **name** of the proposed **exhibitor** in the space provided above)

The above named company (herein called Exhibitor) and the Los Angeles Association of Health Underwriters and Ventura County Association of Health Underwriters (Herein called LAAHU AND VCAHU) upon the terms and conditions below.

1) TABLE RENTAL FEES: In consideration of the sum of \$_____ (see Fee Schedule Page) paid to, and upon acceptance of this application by LAAHU AND VCAHU, table rental shall be provided to the above referenced Exhibitor for the Senior Product and Sales Summit 2015, scheduled to be held at the Woodland Hills Country Club, 21150 Dumetz Rd, Woodland Hills, CA 91364 on September 1, 2015. Direct phone number: (818) 347-1511.

2) TABLE LOCATION: Vendor tables will be available for table top displays. LAAHU and VCAHU reserve the right to automatically assign the table locations upon receipt of completed contract and payment. LAAHU and VCAHU also reserve the right to assign space as deemed appropriate. The rental of two tables side by side is not assured and may be refused by LAAHU and VCAHU. ****Please Note: The Palladium, Platinum, and Major Show Sponsors will have a table in the Exhibitor Area in high visibility of all the day's activities.****

LAAHU AND VCAHU understands that certain vendors prefer table space near certain vendors, or away from certain vendors. We will try to accommodate this. Should this be a consideration for you, please complete the items below:

I prefer to be in close proximity to:_____.

I prefer not to be in close proximity to:_____.

3) YOUR OFFICIAL IDENTIFICATION: Exhibitor agrees to let the Summit and LAAHU AND VCAHU use the name of the Exhibitor in any advertising by LAAHU and VCAHU. Exhibitors with names longer than 30 characters including spaces maybe shortened at the discretion of LAAHU and VCAHU tradeshow managers.

(In the space above, print the name of your company, as you would like it to appear in all printed materials related to this tradeshow. Use no more than 30 characters including spaces).

4) TABLE FEATURES: It is understood that the Exhibit Fee for each approximate 6' table space includes:

- Summit registration for two company representatives.
- One six-foot draped table and two chairs

OPTIONAL FEATURE: Electricity is available but limited, please indicate if you need electricity and we will do our best to accommodate you. (You will need to bring your own extension cords/power strips.)

_____ Yes _____ No

5) INSTALLATION/BREAKDOWN: Exhibitor shall be responsible for delivery and removal of equipment and display material to and from the exhibit area. Shipping and storage of exhibit material of any type should be arranged directly with the country club per the Package Handling Instructions. See attached. Rate and Charges are the responsibility of the exhibitor.

6) ACCEPTANCE OF EXHIBIT: LAAHU AND VCAHU reserve the right to reject any application for exhibit space. Exhibitors with display items that in the opinion of LAAHU AND VCAHU tradeshow managers interfere with the sight line of nearby exhibitors may be modified by LAAHU AND VCAHU.

7) PLACE AND NATURE OF EXHIBIT: Display tables and other exhibits shall not be displayed in a way that interferes with other exhibits. No exhibits that violate any municipal or state laws, rules or regulations, including safety codes, will be allowed. The use of a heater or any heat-producing device as part of the exhibit is forbidden unless a special permit is first obtained from the local fire department and a copy of the permit is placed in the files of LAAHU AND VCAHU.

Approval must first be obtained from the local fire department for the use, operations or presence of electrical, mechanical, of chemical device, which in the opinion of the local fire department or the official exhibit contractor might be hazardous in a public place.

8) USE OF EXHIBIT SPACE: All demonstrations, interviews, or other activities must be contained within the limits of your exhibit table. No exhibitor shall sign, sublet, or apportion the whole or any part of the space allotted to him without the knowledge and consent of LAAHU AND VCAHU. Aisles must be kept clear.

9) NOISY OR OBNOXIOUS EQUIPMENT: If the operation of any equipment or apparatus produces noise of sufficient volume or odors found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation.

10) RESTRICTION AND LOCATION OF EXHIBITS: LAAHU AND VCAHU reserved the right to require any exhibitor to remove any part thereof, which in the sole judgment of LAAHU AND VCAHU is not in keeping with the general character of the exhibition or is not in the best interest of the conference, and to remove or relocate any table as be needed for the good of the conference and it's exhibits. The restriction includes any persons, things, conduct, printed material or anything of character, which may be objectionable to the exhibit as a whole. In the event of such restriction or eviction, LAAHU AND VCAHU is not liable for any refunds or rentals or other Exhibition expenses. **Table set up is available 7 am to 9 am September 1st ONLY and must be completed by 9:00 a.m. The Venue does not have the ability to store items so all items must be brought with you and taken at the end of the event.**

11) TABLE PAYMENT AND CANCELLATION: It is hereby agreed to that an exhibit space may be reserved by Exhibitor. Payment in full must be submitted in order to reserve exhibit space. It is further agreed that in the event Exhibitor fails to perform in accordance with the terms and conditions set forth in the contract and within the Rules and Regulations of Exhibit, LAAHU and VCAHU, as its election, may cancel the contract and retain the full contract fee.

12) SHOW CANCELLATION: Should any situation beyond the control of LAAHU and VCAHU prevent the opening of the exhibit show, LAAHU and VCAHU shall not be held liable for any expenses incurred by the exhibitor except the rental cost of the table space.

13) EXHIBIT PERSONNEL: Each exhibitor is limited to two (2) persons working at one table. All exhibit personnel must be the employees of the exhibitors.

14) FAILURE TO OCCUPY SPACE: Any space which is not occupied by the exhibiting company September 1, 2015 at 8:00AM will be forfeited by the exhibitor and the space may be resold or used by LAAHU and VCAHU without refund, unless previous arrangements for delayed occupancy have been made in writing by LAAHU and VCAHU and the participating exhibiting company.

15) EXHIBITOR SPONSORED ACTIVITIES: Hospitality Suites and/or entertainment activities are not permitted to operate during the hours of the Exhibit Hall. Arrangements for any exhibitor-sponsored activities and hospitality suites must be made with LAAHU AND VCAHU at least 30 days prior to opening exhibit.

16) **LIABILITY AND INSURANCE:** LAAHU and VCAHU, the facility (country club, conference center, etc.), employees and or representatives thereof, and other organizations and persons connected with this conference shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to exhibitors or their employees from any cause whatsoever, prior to, during or subsequent to the period covered by the exhibitor contract. Exhibitors should place their own insurance to cover all contingencies. The exhibitor agrees to indemnify and hold harmless those listed above, including their respective volunteers, against any claims for such losses, damage or injury upon signing the contract. The exhibitor expressly releases the foregoing institutions, individuals and committees for any and all claims of loss, damage or injury. This also includes the period of storage prior to and following the Conference. Small or casually portable articles of value should be properly secured or removed for safekeeping during the hours the exhibits are closed. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend the losses and damages to persons or property. Governmental charges or fines, and attorney's fees arising out of or caused by exhibitors installation, removal or maintenance occupancy, or use of the exhibition premises or a part thereof. In addition, the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

17) **PROTECTION OF EXHIBIT FACILITY PROPERTY:** Exhibitors will be held responsible for any damage done to the building by them or their employees. No nails, tacks, or screws shall be driven into the woodwork or floor of the building. No gasoline, kerosene, acetylene candles, or other flammable or explosive substance will be permitted in the building.

18) **LITERATURE AND DISTRIBUTION:** Printed information may be distributed by exhibitor representatives from the exhibit space only.

19) **EXHIBITOR REGISTRATION:** All exhibitor representatives must register for the show. Badges may be picked up at the registration desk in event foyer.

20) **BADGES:** Badges for your exhibit personnel will be made from the list you submit to LAAHU and VCAHU. Conference badges identify you and are in evidence at all times during the show. Should the names of the attendee's change, in order to assure a printed badge, the exhibiting company must notify LAAHU and/or VCAHU in writing at least five (5) days prior to the exhibit opening. NOTE: Exhibitors must wear the Senior Summit Badges for continued admittance to the Exhibit Room and Meeting Rooms.

21) **VIOLATIONS:** It is expected that exhibitors who violate these regulations will respond to LAAHU and VCAHU requests for correction. Eviction from the Conference exhibit may result from violations of these rules and regulations as determined solely by LAAHU and VCAHU. In the event of such eviction, LAAHU and VCAHU are not liable for any refunds of rentals or other exhibition expenses.

22) **REGISTRATION & NAME TAGS:** Please list all company representatives who will be attending the Conference and representing your company at your table. Please list any additional representatives or guests as additional attendees below for nametags and conference registration and information. Be sure to include \$30 member/\$50 non-member for each additional guest or attendee if postmarked by August 21, 2015. Event name tags MUST be worn by all company representatives during the event.

AUTHORIZED SIGNATURE OF EXHIBITOR: _____
(I have read, understand and agree to the rules and regulations regarding the LAAHU and VCAHU exhibit program).

Questions?

LAAHU: Nathan Carlson | 800-676-1628 | info@laahu.org

LAAHU and VCAHU 2015 MEDCARE SUMMIT EXHIBITOR FEE SCHEDULE

Exhibitor Name: _____

Address: _____

Telephone: _____ Email: _____

FEE SCHEDULES (Check Appropriate Line):

Place number of Units Ordered in Blank
& Multiply for total.

Exhibit Hall Table

_____ Postmarked by August 21, 2015 \$500 X _____ = _____.

_____ Postmarked after August 21, 2015 \$600 X _____ = _____.

ADDITIONAL ATTENDEES (Two included with the table at no additional charge)

_____ Postmarked by August 21, 2015 (member/non-member) \$30/\$50 X _____ = _____.

_____ Postmarked after August 21, 2015 (member/non-member) \$45/\$65 X _____ = _____.

ADDED VALUE: Purchase a packet of 10 guest VIP tickets in advance to give to your most valued Broker/agent client!

\$250 x _____ = _____.

Total: Write check to LAAHU: 2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833 = _____.

ATTENDEES (Two included in table registration fees): - **Print Names Neatly Please!**

1) _____ 2) _____

ADDITIONAL ATTENDEES (\$30/\$50 each by August 21, 2015 | \$45/\$65 each after August 21, 2015):

3) _____ 4) _____

5) _____ 6) _____

7) _____ 8) _____

(For additional attendees, use a separate sheet of paper)

Paying with a Credit Card? ☐ Amex ☐ Discover ☐ MasterCard ☐ Visa

Email payment to: info@laahu.org | Fax payment to (916) 924-7323

Printed Name on Card: _____

Credit Card Number: _____ Exp: _____ Security Code: _____

Signature: _____

SENIOR PRODUCTS & MARKETING SUMMIT: 2015

Sponsorship Opportunities

Palladium Show Sponsor

\$7,500

Includes:

Two draped vendor tables in the exhibit hall,
Six sponsor tickets *plus four additional attendee tickets*, (100) Grand Prize raffle tickets for distribution (at sponsors discretion), recognition in emails, printed materials, signage, website and from podium. Three appearances (2 min) at podium.

Platinum Show Sponsor

\$5,500

Includes:

Two draped vendor tables in the exhibit hall,
Four sponsor tickets *plus four additional attendee tickets*, (40) Grand Prize raffle tickets for distribution (at sponsors discretion), recognition in emails, printed materials, signage, and website and from podium.
Two appearances (2 min) at podium

Gold Show Sponsor

\$4,000

Includes:

Two tables, two draped vendor tables in the exhibit hall,
Three sponsor tickets *plus three additional attendee tickets*, (20) Grand Prize raffle tickets for distribution (at sponsors discretion), recognition in emails, printed materials, signage, website and from podium. One appearances at podium (2 min)

Lunch Service Sponsor

\$3,500

Includes:

One draped vendor table in the exhibit hall, two tickets *plus two additional attendee tickets*, luncheon napkins with your logo printed, recognition in emails, printed materials, signage website and from podium.

Keynote Speaker Sponsor

\$2,000

Includes:

One draped vendor table, two tickets *plus two additional attendee tickets*, opportunity to introduce keynote speakers, recognition in emails, printed materials, signage, and website and from podium.

ONE AVAILABLE _____

Name Badge Sponsor

\$2,000

Includes:

One draped vendor table, two tickets *plus two additional attendee tickets*, opportunity to introduce one keynote speaker, recognition in emails, printed materials, signage, and website and from podium.

ONE AVAILABLE _____

Grand Prize Sponsor

\$2,000

Includes:

One draped vendor table, two tickets *plus two additional attendee tickets*, opportunity to collect Grand Prize raffle tickets and announce Grand Prize winner, recognition in emails, printed materials, signage, website and from podium.

Coffee Sponsor

\$2,000

Includes:

One draped vendor table, two tickets *plus two additional attendee tickets*, recognition in emails, printed materials, signage, and website and from podium.

Registration Table Sponsor**\$1,500**

Includes: One draped vendor table, two tickets *plus two additional attendee tickets*, your table cloth on registration tables, recognition in email, printed materials, signage, website and from podium.

Certified Education (CE) Sponsor**\$1,000**

Includes: One draped vendor table, two tickets *plus two additional attendee tickets*, recognition in emails, printed materials, signage, and website and from podium.

Audio Visual Sponsor**\$1,000**

Includes: One draped vendor table, two tickets *plus two additional attendee tickets*, recognition in emails printed materials, signage, website and from podium.

Membership Table Sponsor**\$1,000**

Includes: One draped vendor table, two tickets *plus two additional attendee tickets*, recognition in emails, printed materials, signage, and website and from podium.

Sponsor Payment Options: Complete the Fee Schedule Page, along with the Sponsorship Page and mail back with a check to the address listed below, or fax/email with credit card payment to:

Los Angeles Association of Health Underwriters (LAAHU)
Attn: Nathan Carlson, Executive Director
2520 Venture Oaks Way, Ste 150 | Sacramento, CA 95833
Tel: (800) 676-1628 | Fax: (916) 924-7323
info@laahu.org