



seniorlifestyle
DESIGN MATCH

Where the evolution and development of senior living happens

2017 SPONSORSHIP
PROSPECTUS

JULY 9-11, 2017

Omni Royal Orleans, New Orleans, LA

The Original Designer-Supplier Program Created Specifically For Senior Living and Assisted Living Design

In 2016, we launched Senior Lifestyle Design Match. Until then, there had been a missing link in the senior living and assisted living design markets. Designers and manufacturers had not had a networking platform to share design challenges and product solutions.

During the first Senior Lifestyle Design Match, our vision was not only substantiated, but the connections made by designers and suppliers opened additional conversations that have now become active initiatives furthering the goal of building a meaningful senior living design community.

With Senior Lifestyle Design Match, manufacturers/suppliers have the opportunity to meet 1:1 with pre-qualified designers/ owners of senior living and assisted living properties.

20 Guaranteed Pre-Qualified Meetings in Two and One Half Days

Build new relationships and solidify existing ones during an intensive networking and selling opportunity with key designers and owner/operators of senior living and assisted living communities.



The Time is Now

“It was the first time I had attended an event like this and I was pleasantly surprised at all the event had to offer and how we are just scratching the surface of what it can be. I think the concept of getting end users and vendors together to discuss the industry they serve is a great idea and a very proactive way to start conversations. I see this turning into a very vibrant and viable venue over the next 3 – 5 years and assisting in changing the industry for the better.”

— **LAURA BUSALACCHI**
IIDA/NCIDQ/WRID
Sr. Director of Interior Services
Brookdale Senior Living Inc.

“I was excited to attend the First Annual Senior Lifestyle Design Match Conference in Phoenix this year! I was more than thrilled at the organization and efficiency of the entire experience. This conference was very concise, productive and informative. Sharing with professionals in our field and learning of new products and services was extremely beneficial.”

— **GINA GAINES**
Senior Design Specialist
The Maxwell-Group/
Senior Living Communities



SENIOR LIVING ASSISTED LIVING DESIGN 20-MINUTE 1:1 MEETINGS ONE TABLETOP CONNECT WITH PRE-QUALIFIED DELEGATES

JOIN US IN NEW ORLEANS



You Select Your Meetings

Select your meetings from our pre-qualified designers, senior living and assisted living owners groups and purchasing companies.

“We met multiple new clients that had a high interest in our products and we already have received two orders based on this event. We also met new clients in the Senior Living segment that can use multiple products that we already market, which effectively extends our reach and sales potential.”

— **JEFF GOWER**, EVP, National Sales Manager, Keystone Bros./KB Contract

We Make It Seamless

It's as simple as a tabletop display. No heavy lifting required. Your 20 minute, 1:1 meetings take place at the same table for each meeting. Once the MATCH portion of the program is done for the day, other networking activities will be planned for you to continue to connect with senior living and assisted living design professionals.

“This event allowed me to gain numerous new connections with suppliers and valuable information on products that I was previously unfamiliar with. From custom artworks, wall coverings and learning how companies are now coordinating together to create great design opportunities. This knowledge allows me as a designer to continue to improve the quality of the spaces I create.”

— **KRISTINA ROBICHAUD**, Interior Designer, Autumnwood Mature Lifestyle Communities, Ontario

You Are the Main Event

That's right, they're coming to meet YOU. This is a different way of selling to prospects. This is your time and the designers are here to see you. Match delegates have been pre-qualified based upon active and approved projects; these designers have active pipelines of future projects and an explicit need to source products for their projects.

“Having the opportunity to interact with other vendor sponsors and meet with each delegate over 3 days offers impactful insight to the current happenings within this growing market segment for senior living and assisted living. The individual meetings were important, and focused, and all participants respected the schedule. I left knowing so much more about the issues and opportunities in the senior lifestyle design market!”

— **SUSAN FORD**, Eastern Regional, Sales Manager, LONSEAL



SCHEDULE OF EVENTS

NEW ORLEANS, LOUISIANA

(Times are tentative and subject to change)



Sunday, July 9

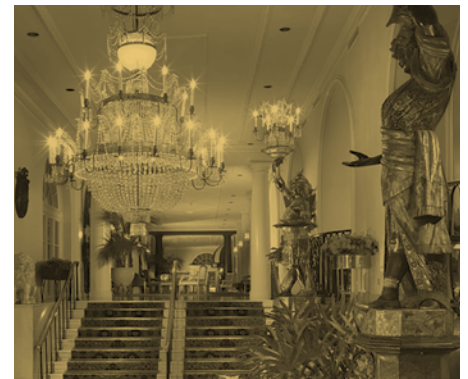
10:00AM – 7:00PM	Registration
10:00AM – 5:00PM	Tabletop Setup
7:00PM – 8:00PM	Welcome Reception
8:00PM – 10:00PM	Welcome Dinner

Monday, July 10

8:00AM – 9:30AM	Breakfast
9:30AM – 11:00AM	1:1 Meetings
11:00AM – 11:20AM	Break
11:20AM – 12:30PM	1:1 Meetings
12:30PM – 1:30PM	Networking Lunch
1:30PM – 2:30PM	1:1 meetings
2:30PM – 2:50PM	Break
2:50PM – 4:00PM	1:1 Meetings
5:30PM – 6:30PM	Toolbox Session/Round Table
6:30PM – 10:00PM	Cocktail Reception/Dinner

Tuesday, July 11

8:30AM – 9:45AM	Breakfast/Speaker/Panel
9:45AM – 11:00AM	1:1 Meetings
11:00AM – 11:15AM	Break
11:15AM – 12:30PM	1:1 Meetings
12:30PM – 1:15PM	Networking Lunch
1:15PM – 2:30PM	1:1 meetings
2:30PM – 2:45PM	Break
2:45PM – 4:00PM	1:1 Meetings
5:00PM – 6:30PM	Closing Cocktail Reception



Questions?

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Senior Lifestyle Design Match is produced by the Hospitality Media Group LLC (HMG), a privately held media company serving the global hospitality and related industries, and specializes in trade fairs, conferences, event management and development. HMG also produces Boutique Design Trade Fairs: BDNY held in New York City and BD west held in Los Angeles; Hospitality Match, BD Forum series presented by Boutique Design.



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Produced By: Hospitality Media Group, LLC

2017 APPLICATION

July 9-11, 2017
Omni Royal Orleans
New Orleans, LA

COMPANY NAME _____

PRODUCT/BRAND NAME _____

ADDRESS 1 _____

ADDRESS 2 _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

DIRECT DIAL PHONE / EXT. _____ FAX _____

WEBSITE _____

PRODUCT/SERVICE CATEGORY _____

REP 1 NAME/TITLE _____

CELL/MOBILE _____

EMAIL _____

REP 2 NAME/TITLE _____

CELL/MOBILE _____

EMAIL _____

REP 3 NAME/TITLE _____

CELL/MOBILE _____

EMAIL _____

CC EMAIL: _____

SIGNATURE _____

COST TO SUPPLIERS:

PRICING

1 REP:	2 REPS:	3 REPS:
<input type="checkbox"/> US\$10,000	<input type="checkbox"/> US\$14,000	<input type="checkbox"/> US\$16,400

Includes a minimum of 20 meetings, airport shuttle transfers, three nights' hotel, food & beverage, directory listing with full-page ad and group photo. You are responsible for your own airfare.

GUEST/SPOUSE FEE:

<input type="checkbox"/> GUEST NON-BUSINESS ASSOCIATE, SHARE ROOM	US\$500
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_____ # GUESTS = \$ _____

Make Checks Payable to: **Hospitality Media Group**

Mail to: **Hospitality Media Group, Accounts Rec.
11262 Cornell Park Drive, Cincinnati, OH 45242.**

If you would like to wire transfer directly to our account, please email our accounting department at **accounts.payable@stmediagroup.com**.

CREDIT CARD TYPE:

AMEX MASTER CARD VISA

AMOUNT AUTHORIZING _____

CARD NUMBER _____ EXP. DATE _____ SEC. CODE _____

NAME ON CARD _____

SIGNATURE _____

DATE _____

Terms and Conditions:

1. A non refundable 50% deposit is due with signed Application. Payment in full is due March 31, 2017.
2. In the event of client cancellation, all payments are deemed non-refundable.
3. No representative may attend the event if the payment scheduled above is not adhered to.
4. Event management will list sponsoring company on event marketing materials after 50% deposit has been received.
5. Contract subject to all Rules & Regulations per page 2 of this agreement.

RULES & REGULATIONS (on back)



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Event Management: Hospitality Media Group, LLC is the sole organizer and manager of Senior Lifestyle Design Match (SLDM) herein referred to as "Event Management."

Cancellation Policy: The Event Management reserves the right to cancel any sponsorship if the participating company fails to perform, meet, or observe any term or condition of this agreement and the said company will not be entitled to any refund. If a sponsoring company desires to cancel their sponsorship, they must send written notice to Event Management stating the reasons for cancellation. No refunds will be given. If the Event or any part thereof is prevented from being held, because of war, fire, strike, governmental order, act of God or other cause beyond the control of Event Management, the refund of sponsor fees to the sponsoring companies shall be at the discretion of Event Management.

Badges & Registration of Personnel: Admission to the Event is by badge only. These identification badges are not transferable.

Solicitors: Soliciting of business will be permitted by Event sponsors only. Distribution of advertising material and/or soliciting of orders in the interest of business by representatives of firms who are not Event sponsors is strictly forbidden.

Photographs and Videos: The sponsoring company agrees that Event Management may take photographic or videographic images of the Event and may use this for any promotional or other commercial use by Event Management.

Other Events: Sponsoring companies will not promote, provide transportation, or otherwise draw attendees away from the Event to a local showroom or hospitality suite or any non-Event area during Event hours. Such activities during non-Event hours are allowed, given prior permission from Event Management.

Liability and Insurance: Event Management assumes no liability whatsoever for loss or damage, through any cause, of goods, exhibits, or other materials owned, rented, or leased by the sponsor. The sponsor shall indemnify Event Management and the Event facility against, and hold them harmless from any complaints, suits, or liabilities resulting from negligence of the sponsor in connection with the sponsor's use of a display or equipment in the Event.

Observance of Laws and Rules: All sponsoring companies shall abide by all applicable laws, ordinances, rules and regulations, all rules of the Event facility, all union regulations, and shall obtain all necessary permits or licenses at its own expense (e.g., hazardous materials handling permits).

Hotel Room Reservation: Senior Lifestyle Design Match will make Reps room reservation for three [3] nights. Sponsor will be responsible for hotel room cancellation fees or early departure fees if made within 72-hours of arrival date.

One-to-One Meetings: Each supplier will be provided [1] 6'x30" table with chairs. Display space is limited to 6'x30" tabletop only and does not include surrounding floor space or replacement furniture.