

2019 PROSPECTUS

EDITION 2

# SLDM

## SENIOR LIFESTYLE DESIGN MATCH



JUNE 23-25, 2019 - LOEWS MINNEAPOLIS HOTEL - MINNEAPOLIS, MN



## SENIOR LIFESTYLE DESIGN MATCH

### THE ORIGINAL DESIGNER-SUPPLIER PROGRAM CREATED SPECIFICALLY FOR SENIOR LIVING AND ASSISTED LIVING DESIGN

Senior Lifestyle Design Match provides the senior living and assisted living design community with a unique opportunity to come together in an exclusive marketplace, at a first-class venue, to connect ownership groups, developers, interior designers, architects and purchasing companies with a group of curated suppliers who deliver products to the industry.



### PRE-QUALIFIED AND GUARANTEED 20 MEETINGS IN TWO AND ONE-HALF DAYS

At Senior Lifestyle Design Match, suppliers have the opportunity to meet 1:1 with pre-qualified senior living and assisted living designers, purchasing agents, owners and developers currently working on active projects.

**SPEAK WITH YOUR HMG SALES REPRESENTATIVE FOR A 2019  
APPLICATION TO PARTICIPATE.**

CATEGORIES ARE LIMITED AND FILL UP QUICKLY.



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## YOU SELECT YOUR MEETINGS

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

## CONNECT WITH INDUSTRY LEADERS FOCUSED ON SENIOR LIVING

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.

## 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.

## 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.

### PACKAGE INCLUDES:

Minimum of 20 meetings, three-night hotel stay, food & beverage during event, directory listing with full-page ad and group photo. Each supplier is responsible for own airfare.

### SPONSOR INVESTMENT:

1 company representative: **\$11,000**

2 company representatives: **\$15,000**

**“The event was incredibly helpful and truly enjoyable – thank you for making sure each detail was considered! It was an honor to be among those included as we have added 6 senior living projects to our studio schedule this year and connecting with the vendors was an invaluable tool.”**

**JACLYN MOSER, HARKEN INTERIORS**

**“It was such a great event in Austin and I left with great connections and learned so much!”**

**HILLARY KENT, MAYA ROMANOFF**

**“I wanted to say, “thank you” so much for another wonderful event that I was fortunate enough to participate in. It was a great venue. Great accommodations, great food, but most of all, great relationships that were made. What a fabulous group of people you had there.”**

**MARLEEN MILLIGAN,  
CUNNINGHAM GROUP ARCHITECTURE, INC.**

**“Senior Lifestyle Design Match was an excellent event, the hotel was well designed, with careful attention to detail. The meals and cocktails were delicious and plentiful, and the vendors were first class. I have already spoken to several of them about a future project.”**

**DALE MILLER, DARING BY DESIGN**





# SCHEDULE OF EVENTS

## LOEWS MINNEAPOLIS HOTEL - MINNEAPOLIS, MN

(Times are tentative and subject to change)

### Sunday, June 23

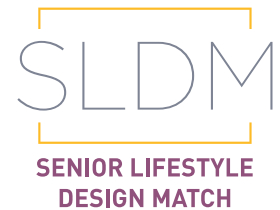
- 10:00 AM – 7:00 PM ..... Registration
- 10:00 AM – 5:00 PM ..... Tabletop Setup
- 7:00 PM – 8:00 PM ..... Welcome Reception
- 8:00 PM – 10:00 PM ..... Welcome Dinner

### Monday, June 24

- 8:00 AM – 9:30 AM ..... Breakfast/TBD Content Presentation
- 9:30 AM – 11:00 AM ..... One-to-One Meetings
- 11:00 AM – 11:20 AM ..... Break
- 11:20 AM – 12:30 PM ..... One-to-One Meetings
- 12:30 PM – 1:30 PM ..... Networking Lunch
- 1:30 PM – 2:30 PM ..... One-to-One meetings
- 2:30 PM – 2:50 PM ..... Break
- 2:50 PM – 4:00 PM ..... One-to-One Meetings
- 5:30 PM – 6:30 PM ..... Industry conversation TBD/Round Table
- 6:30 PM – 10:00 PM ..... Off-site event/Dinner

### Tuesday, June 25

- 8:30 AM – 9:45 AM ..... Breakfast/Speaker/Panel
- 9:45 AM – 11:00 AM ..... One-to-One Meetings
- 11:00 AM – 11:15 AM ..... Break
- 11:15 AM – 12:30 PM ..... One-to-One Meetings
- 12:30 PM – 1:15 PM ..... Networking Lunch
- 1:15 PM – 2:30 PM ..... One-to-One meetings
- 2:30 PM – 2:45 PM ..... Break
- 2:45 PM – 4:00 PM ..... One-to-One Meetings
- 5:00 PM – 6:30 PM ..... Closing Cocktail Reception
- 6:30 PM ..... Small group unsponsored dinners of designers and sponsors



## Questions?



### Midwest/West Contact:

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### Southeast Contact:

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### Northeast Contact:

Michael Schneider  
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### Senior Lifestyle Design Match Director

Phoebe Stein  
773-281-5767 / 773-307-2027  
phoebestein@phoebestein.com



CLICK HERE TO APPLY ONLINE

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 \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**COST TO SUPPLIERS:**

PRICING	
1 REP:	2 REPS:
<input type="checkbox"/> US \$11,000	<input type="checkbox"/> US \$15,000

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

GUEST/SPOUSE FEE:	
<input type="checkbox"/> GUEST NON-BUSINESS ASSOCIATE, SHARE ROOM	US\$500
_____ # 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.receivable@stmediagroup.com](mailto:accounts.receivable@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 April 12, 2019.
2. In the event of client cancellation, all payments will be retained by HMG and deemed non-refundable after March 29, 2019.
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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## RULES & REGULATIONS

**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 Sponsor Representatives room reservation for three [3] nights. Sponsor will be responsible for hotel room cancellation fees or early departure fees.

**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.