

Senior Living Executive Conference 2017 Expo Floor plan Information

Expo Hall Open Tuesday, May 2nd and Wednesday, May 3rd
Halls A and B, Music City Center, Nashville, TN

New this year! There will be three zones identifying specific areas within the senior living industry to help attendees find Industry Partners and better maximize their time in the expo hall. Zones will be heavily marketed to attendees to drive traffic.

Companies can choose to exhibit within a Zone area or a General area. Each zone will comprise of the following business categories:

- ZONE 1: Community Operations
 - Business/Legal Services
 - Insurance/ Rick Management
 - Human Resources
 - IT Hardware/Software/Systems
 - Maintenance/Housekeeping
 - Marketing & Sales Services
 - Mobility Systems
 - Transportation

- ZONE 2: Resident Experience
 - Dining
 - Entertainment/Leisure
 - Furnishings/Interiors
 - Health & Wellness
 - Safety/Security





- ZONE 3: Building/Construction Services
 - Equipment/Appliances
 - Design/Development
 - Finance/Real Estate Services

- Two entrance doors will be open into the Expo Hall, both are marked ENTRANCE and have an arrow
- The CEO Lounge (Booth 1900) will be a designated area for Owner/Operator CEOs to meet and network
- Registration will be located in the foyer space outside of the Expo Hall Entrances
- Food & Beverage functions will be served in the labeled Food & Beverage Areas
- The center area between all three zones will be a unique Hub representing the Argentum Imperatives (Memory Care, Workforce Development, Operational Excellence, Consumer Choice and Quality Care)
- The Café/Lounge (Booth 601) will be a networking area
- The Sponsor Meeting Rooms (Booths 1 – 10 and 1A – 10A) along the right hand side of the floor plan will be available to purchase and will be accessible extended hours.

- Access to the CEO Lounge and Sponsor Meeting Rooms will be through the Food & Beverage Area during show hours
- Meeting Pods (icon and picture shown below) are semi-private meeting pods including a café table and four chairs will be available for purchase.



- The Pavilion (Booth 815) will be a turnkey exhibit area for startup companies
- Utilities (electrical and internet are accessed through the floor ports)
- Booths cannot be combined over established main aisles
- Island and 10x20 booths on the floor plan cannot be uncombined to create smaller booths
- There are no additional corner booth fees
- Column size legend:

 - 13'-5" x 81.5" DOUBLE COLUMN
 DOUBLE COLUMNS CONTAIN COMPRESSED AIR
 - 70.5" x 81.5" SINGLE COLUMN
 - 70.5" x 81.5" SINGLE COLUMN
 - 19.75' x 28" ELECTRICAL POCKET
 ELECTRICAL POCKETS CONTAIN WATER & DRAINS.

- The Expo Hall is located on Level 3 of Music City Center
- The General Session is located on Level 4
- Breakout session rooms will be located on Level 1

Space Considerations:

We encourage you to review what elements will make up your exhibit presence for 2017.

Do your customers have room to visit you and your sales representatives?

According to Trade Show data sources, each company rep needs 50 square feet of space to hold a comfortable and non-intrusive conversation with a client. Consider how much space is needed for your staff to welcome the number of guests you expect to visit your exhibit.

Is your space designed to bring them into the booth versus talking in the aisle?

It is best when prospects and customers feel invited into your space and fully engaged in a conversation with your reps, versus dodging distracting aisle traffic.

Will you be bringing equipment and/or product to showcase?

Calculate the foot print of your equipment as well as room for your staff and customers to stand for demonstration purposes.

Will you provide food or other refreshments?

You will need room to place the tables that hold your food and beverage. Will you use hosts or hostesses to create a nice experience for visitors?

Is your exhibit and team prepared for what's to come?

Current industry expert forecasts are calling for continued growth in senior living with communities opening at a rapid pace. Communities that will need your services, are seeking ways to streamline their operations and reduce costs, and looking at technology to create efficiencies. As our profession and industry grows in size and sophistication, will your exhibit space, design, and staff clearly communicate that your organization is on the same trajectory?

The Senior Living Executive Conference is the best annual opportunity to reach the top decision makers in Senior Living.....So, Don't Just Show Up, Show-Off!