



CONNECTION. ADVOCACY. INNOVATION.

Honoring our past. Shaping our future.

AGING (i)fe CARE®
A S S O C I A T I O N
— MID-ATLANTIC CHAPTER —

2026 Chapter Conference | November 8-9, 2026
Falls Church Marriott Fairview Park

Sponsor/Exhibitor Prospectus

Registration Deadline: September 28, 2026

Dates: Sunday, November 8 - November 9, 2026
Location: **Falls Church Marriott Fairview Park** 3111 Fairview Park Drive Falls Church, Virginia 22042
Set -Up Dates/Times: Sunday November 8th after 5:00 pm OR Monday, November 8th before 7:00 am
Exhibit Times: Monday, November 9th 7:00 am – 3:30 pm
Tear Down: Monday, November 9th after 3:30 pm

Join us for **2026 Mid-Atlantic Chapter Conference** to meet 150-200 Aging Life Care Managers and other related professionals, whose clients are your target market as we gather to imagine...innovate...and inform. If your company has products or services designed to improve the quality of life for seniors or those with disabilities and their families, join us for a great Sponsor Opportunity! All sponsors will receive recognition in the Mid-Atlantic Newsletter, Facebook and Website.

SPONSOR/EXHIBITOR PACKAGES

All sponsors and exhibitors will have good visibility with close proximity to meeting rooms and conference registration area. All breaks will be hosted in the exhibit area to encourage good traffic and networking. Exhibit space is assigned by committee members onsite based on sponsorship level and date registrations/payments are received so we encourage **EARLY** sign ups! NOTE: Continuing education units are only available to attendees registered as conference attendees (not exhibitors/sponsors).

Space Assignment

Exhibiting space is limited and assigned by staff depending upon your date of confirmation and sponsorship level. Completed applications and payment are due in full *no later than* **Monday, September 28, 2026**. Applications for exhibit space are subject to approval of the program committee and must include a description of the products/services to be exhibited. If application is not approved, the payment will be returned in full. Sponsorships will be available on a first-come, first-served basis, so don't wait, sign up today!

6/15/2026

Mount Vernon Sponsorship - \$6,000

SOLD

- Sponsorship of **Keynote Speaker**
- Full Page Ad in Conference Program
- Logo on cover of registration brochure and program cover
- Recognition of Sponsorship from Podium at Opening Keynote
- Listing with Logo in Conference Program and Conference Website
- One (1) 6-foot table/Two (2) chairs in exhibit hall and all expo sponsor benefits
- “Pre-show” attendee list for a one-time use emailed out one--week before the conference
- Two (2) tickets per company to attend the Opening Reception and Cont Breakfast and Lunch
- Max: 1 Opportunity

ToteBag Sponsorship - \$5,000

1 Left

- Sponsorship of **Attendee Tote Bag or Specialty Item**
- Listing with Logo on Totebags, Conference Program and Conference Website
- Half Page Ad in Conference Program
- Recognition of Sponsorship from Podium at General Session
- Listing with Logo in Conference Program and Conference Website
- One (1) 6-foot table/Two (2) chairs in exhibit hall and all expo sponsor benefits
- “Pre-show” attendee list for a one-time use emailed out one--week before the conference
- Two (2) tickets per company to attend the Opening Reception and Cont Breakfast and Lunch
- Max: 2 Opportunity

Potomac River Sponsorship - \$4,500

SOLD

- Sponsorship of **Breakfast OR Luncheon**
- Recognition/Signage schedule at reception
- Half Page Ad in Conference Program
- Recognition of Sponsorship from Podium at Closing Session
- Listing with Logo in Conference Program and Conference Website
- One (1) 6-foot table/Two (2) chairs in exhibit hall and all expo sponsor benefits
- “Pre-show” attendee list for a one-time use emailed out one--week before the conference
- Two (2) tickets per company to attend the Opening Reception and Cont Breakfast and Lunch
- Max: 2 Opportunities

Blue Ridge Sponsorship - \$4,000

4 Left

- Sponsorship of **General Session**
- Listing with Logo in Conference Program and Conference Website
- Recognition of Sponsorship from Podium/Signage at Event
- One (1) 6-foot table/Two (2) chairs in exhibit hall and all expo sponsor benefits
- “Pre-show” attendee list for a one-time use emailed out one--week before the conference
- Two (2) tickets per company to attend the Opening Reception and Cont Breakfast
- Max: 4 Opportunities

Williamsburg Sponsorship - \$3,500

SOLD

- Sponsorship of **Welcome Reception**
- One (1) 6-foot table/Two (2) chairs in exhibit hall and all expo sponsor benefits
- “Pre-show” attendee list emailed out one--week before the conference for a one-time use only
- Two (2) tickets per company to attend the Opening Reception and Cont Breakfast
- Max: 1 Opportunity

Shenandoah Sponsorship - \$3,000

1 Left

- Sponsorship of **Coffee Break**/Signage at Event
- Listing with Logo in Conference Program and Conference Website
- One (1) 6-foot table/Two (2) chairs in exhibit hall and all expo sponsor benefits
- "Pre-show" attendee list for a one-time use emailed out one--week before the conference
- Two (2) tickets per company to attend the Opening Reception and Cont Breakfast
- Max: 2 Opportunities

Exhibitor - \$1,750 *- \$2,000

As of 6/15 Waitlist for Home Care Agencies

- One (1) 6-foot skirted table/Two (2) chairs in exhibit hall
- Exhibitor listing in Conference Program and Passport (if received by registration deadline)
- Up to two (2) badges for your representatives that staff your display, allowing them to attend sessions on a space-available basis. Additional reps may register at the member early bird fee.
- Two (2) tickets per company to attend the Opening Reception and Cont Breakfast. One (1) Lunch Tix available for Corporate Partners or available for purchase separately.
- *Corporate Partner Discount

Advertising Package - \$750

Unable to participate in person? No problem! Consider advertising instead. Our package includes: one (1) Banner/Email Ad and one (1) Full-Page Digital Ad, and one (1) Email Ad featured in the Know Before You Go (KBYG) Email. **Digital Ad Specifications:** Digital ads will be included in a rolling PowerPoint presentation that will run at the conference-- in the registration area, primarily between sessions and during meal functions as appropriate. Finished digital ads should be submitted as a high-resolution, widescreen (16:9) PowerPoint slide OR a png / jpeg image 9" wide x 5-1/4" high

EXHIBIT SPACE POLICIES

Single Tabletop display areas include the tabletop surface area of a 6'x 30" table, 1' on either side of display and 8' in height. We do not use pipe and drape in our exhibit hall. Each exhibit must have an attendant in the display area during break/display hours. Attendants must wear exhibitor badges and be registered as exhibitors. Please note: lunches are only included for Sponsors as noted and/or Corporate Partners but are available for purchase. All products and services to be exhibited must be identified on the exhibit space agreement form. All demonstrations and interviews must be contained within the limits of your exhibit space/tabletop display.

No exhibitor shall assign, sublet, share, or apportion the whole or any part of the space allotted to him or her without the knowledge and prior consent of ALCA-MA Meetings Management Staff. Aisles must be kept clear and display shall be arranged so that it does not obstruct the general view of other exhibits in the Exhibition area. If Exhibitor plans any special displays, Exhibitor shall submit drawings for such displays, in advance of the Exhibition, to ALCA-MA for approval. Display material exposing an unfinished surface to neighboring exhibits is strictly prohibited. Nothing shall be posted on, tacked, screwed, glued, or otherwise attached to columns, walls, floors, or other parts of the building, equipment, or furniture. Anything necessary to protect the building, equipment, or furniture from damage that may be caused by any part of Exhibitor's display must be obtained and used by the Exhibitor at his or her own expense. Exhibitor shall not do, nor permit to be done, anything that may interfere with the effectiveness or accessibility of utility, heating, ventilating, air conditioning, or fire safety systems, or thereof, in the facilities. Nor shall Exhibitor do or permit to be done anything that may interfere with free access in and around the exhibit space areas in the facility or in the public areas adjacent thereto.

**DON'T SEE A PACKAGE THAT SUITS YOUR NEEDS?
FOR MORE INFORMATION VISIT WWW.AGINGLIFECARE.ORG OR CONTACT
PAM CARLSON AT PAM@CARLSONGROUPMGT.COM**