

Change Makers

*Together, we
shape the future of
aging.*

*Empathy is my
superpower*

2026 ANNUAL CONFERENCE & EXPO EXHIBITOR PROSPECTUS

LeadingAge®
Nebraska

MARCH 16-18, 2026

Younes Conference Center South
Kearney, Nebraska

LeadingAge Nebraska invites you to be part of our 2026 Annual Conference & Expo on March 16-18, 2026!

Attention aging services vendors! Get ready for the must-attend event of 2026 — the LeadingAge Nebraska Annual Conference & Expo in Kearney! We're bringing together aging services staff from across the region for three days of learning, connection, and fun. Kick things off on the evening of March 16th with the Welcome Reception (after the Pre-Conference sessions). Day 1 of the conference is March 17th, filled with deep dives, breakouts, and our Signature Social. March 18 features the Expo (YOU!) designed to showcase your products and services to 130+ engaged attendees.

This is your opportunity to make valuable connections, boost your visibility, and grow your impact in the aging services field. Reserve your booth now and be part of an event that delivers year after year!

BENEFITS OF EXHIBITING



Connect with more than 60 member orgs from all over the state who are searching for new & innovative solutions.



One-on-one interaction with senior thought leaders in the field & enthusiastic front-line staff for all 3 days.



Gain access to pre-conference and conference registration lists.



Recognition on the LeadingAge Nebraska website and the conference mobile application.



Attend the Welcome Reception + BOTH DAYS of the conference, including all breakout sessions and CEUs, as part of your expo registration.



Join attendees at the Welcome Reception on March 16 AND the Signature Social on March 17 to network & make valuable connections.



8+ hours of networking time, including 4+ hours at the two socials 4+ hours at the Carnival of Change Expo on Wed.



Meals will be served in the exhibit space, drawing attendees to the Expo & maximizing interaction.

2026 EXPO THEME

Welcome to the Carnival of Change!

A playful, interactive vendor expo where innovation and connection meet classic carnival fun: with a twist of purpose and progress.

This year's Expo is getting a playful makeover, and we want you to be part of the excitement. We're turning the exhibit hall into the **Carnival of Change**: a lively, colorful space full of games, prizes, and carnival-themed creativity ... all with a changemaker twist!

Here's how you can get in on the fun:



Theme your booth like a carnival attraction: think ring tosses, spin-the-wheel prizes, or even a fortune teller vibe.



Decorate big with bright colors, props, or lights; anything to catch attention and show off your flair.



Dress the part! Step into your inner carnie with aprons, top hats, bow ties, or themed costumes.



Offer a giveaway or game: small prizes, raffles, or creative interactions are encouraged.



We will be handing out carnival "tickets" to attendees and prizes will be drawn from those who get their ticket stamped by every booth!



Have questions or want help brainstorming booth ideas? We're happy to help!

Let's turn the vendor hall into the greatest expo on earth — or at least the most unforgettable one!

CONFERENCE SPONSORSHIPS

Conference sponsorships offer unique marketing opportunities and increased visibility. Sponsorships are awarded on a first come, first served basis - contact Kierstin Reed or Natalie McCormick for more details and availability.

Sponsorship of Pre-Conference sessions, with speaking opportunity (1)	\$1500
Welcome Reception - March 16 (1)	\$2000
Sponsorship of LeadingAge NE Award Luncheon with speaking opportunity, March 17 (1)	\$2500
Sponsorship of March 17 Signature Social - entertainment, drinks or food sponsor (2-3 available)	\$2000 each
Sponsorship of Zina Jacque's morning keynote, with speaking opportunity, March 18 (1)	\$2500
Prize Sponsor (1)	\$1500
Sponsorship of conference swag (1)	\$1500
Nametag Sponsor (1)	\$1500



March 16 & 17 Social Events

All vendors who reserve a booth at the Expo on March 18 are invited to attend the full conference. Booth registration includes:

- The Welcome Reception, Monday, March 16th at 5:30 pm
- Day 1 of the conference (March 17th), including all sessions, CEs, and the award luncheon
- Signature Social on Tuesday evening, March 17th
- Day 2 of the conference (March 18), including the **CARNIVAL OF CHANGE** Expo

*Note that registration for the Pre-Conference sessions (the afternoon of March 16th) is separate for all attendees.

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YOUNES CONFERENCE CENTER SOUTH

LeadingAge Nebraska has reserved a room block at the Comfort Inn that is guaranteed through February 16, 2026. To reserve your room, you must CALL the Comfort Inn and ask for the LeadingAge Nebraska room block. Comfort Inn Kearney phone number: (308) 236-3400. As in previous years, our room block sells out!! Do not wait to reserve your room. Note that the phone number provided by Google will direct you to the national call center, and they do not have access to the room block information.

BOOTH COST

Platinum Business Associate	COMPLIMENTARY
Gold Business Associate	COMPLIMENTARY
Silver Business Associate	\$499
Bronze Business Associate	\$950
Non-member Vendor	\$2500

REGISTRATION

To register to be an exhibitor, visit www.LeadingAgeNE.org and click on CONFERENCE EXPO on the right side of the page.

REGISTRATION DEADLINES

Expo registration deadline is January 9, 2026. However, register ASAP as most claim their booth prior to the deadline and space is limited!

BOOTH DETAILS

You will have one 3' x 8' table and two chairs (4 if applicable) in the Diamond Ballroom. Access to electricity will be available for all booths; however, extension cords are not provided.

EXHIBIT FEE & CANCELLATION POLICY

No booth space will receive permanent assignment without receipt of full payment. If an assigned space is cancelled on or before January 9, 2026, 50% of the total cost will be retained by LeadingAge Nebraska. If assigned space is cancelled by the exhibitor after January 9, 2026, all moneys paid will be retained by LeadingAge Nebraska.

CONFERENCE SOCIALS

Your networking time begins two days before the Expo! All exhibitors are invited to both the Welcome Reception on March 16 AND the Signature Social on March 17th. Event sponsorships are available.

REGISTRATION LIST

A list of names, titles and addresses of registrants will be available to exhibitors before the conference.

EXHIBITOR REPRESENTATIVES

Each exhibitor may have two representatives in the exhibit space during the open hours of the show. An additional two representatives are allowed at \$100.00 per person. A max of 4 people will be allowed at each booth.

BOOTH ASSIGNMENT

With the exception of Platinum and Gold Business Associates (who may choose their booth location), booths will be assigned by LeadingAge Nebraska. Booth assignments will be made upon receipt of this registration and payment in full. Confirmed exhibitors will be advised of their booth location prior to the conference. All attempts will be made to ensure reasonable separation between any competitors.

EXHIBIT SET UP AND REMOVAL

Exhibitors can begin setting up their booths on Tuesday evening (March 17) after the last session or Wednesday morning (March 18) beginning at 6:30 a.m. Exhibits must stay open through lunch. Booths must be removed by 4:30 p.m. the same day. A full agenda for the Expo is TBA.

LIABILITY AND INDEMNIFICATION

To the extent permitted by law, the exhibitor is responsible for all damage to the exhibit area and for any and all claims and demands on account of any injury or damage to property occurring in the exhibitor's booth space or because the acts of the exhibitor. The exhibitor agrees to indemnify and hold harmless LeadingAge Nebraska from any and all liability in connection with the Expo.

CONFERENCE APP AD SPACE

LeadingAge Nebraska will be using a conference app for the 2026 Annual Conference & Expo. All exhibitor names, logos and contact information will be listed in the app. For Platinum, Gold & Silver Business Associates a full description will be listed. Platinum Business Associates will receive premium ad space; Gold Business Associates will receive ad space at no additional charge. Additional banner ads are available to Silver & Bronze members at the prices listed below.

CONFERENCE APP ARTWORK SUBMISSION

If not submitted with registration, all ads are due Friday, January 16, 2026. Please email artwork to Natalie at natalie.mccormick@leadingagene.org.

APP BANNER AD SPECIFICATIONS

- Ads will follow the IAB spec for mobile banner ads
- Ads must be 640px x 100px or 960px x 150px (for retina displays)
- Max files size: 50KB, File types: GIF, JPG, PNG
- No background transparency
- Ads will have an X on the top right that can hide the ad for the current page view
- The x is 14px square, the x has a touch target of 24px and is semitransparent (#000000 at 40%)

CONFERENCE APP BANNER AD COST

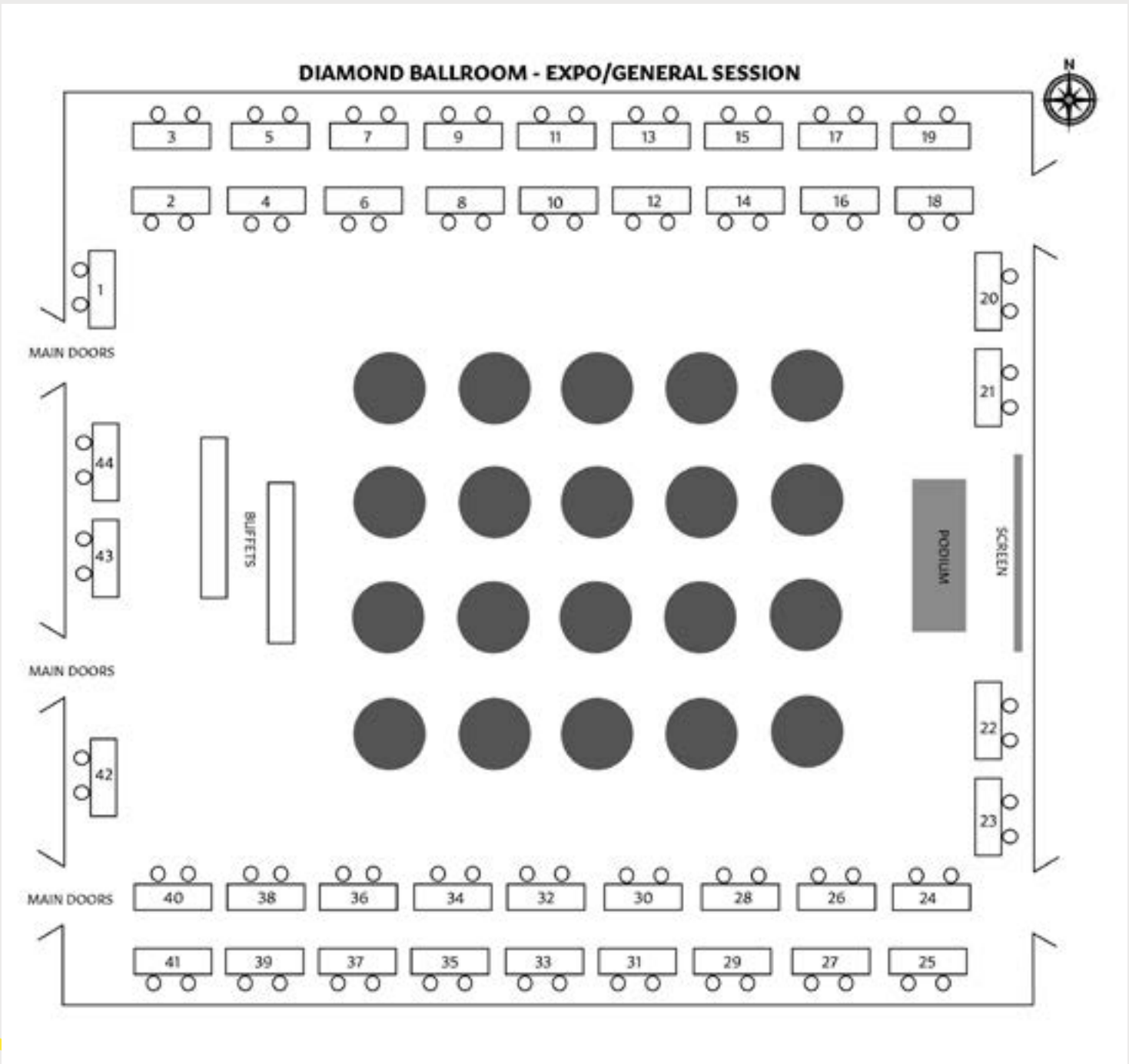
- \$0 for premium banner ad + logo(s) for Platinum Business Associates
- \$0 for banner ad for Gold Business Associates
- \$250 for banner ad for Silver Business Associates
- \$500 for banner ad for Bronze Business Associates
- App advertising not available for non-members

EXHIBITOR MEALS

Note that breakfast on Tuesday and Wednesday morning will be provided by the Comfort Inn and other surrounding hotels free of charge. Coffee and tea will be available in the Expo Ballroom in the morning. Lunch will be served in the the Diamond Ballroom on both Tuesday and Wednesday. A meal will also be served on Tuesday evening at the Signature Social.

MAP OF DIAMOND BALLROOM

In order to maximize attendee exposure and networking opportunities for business partners, all meals and general sessions (including keynotes) will be held in the Diamond Ballroom/Expo space. Layout subject to change.



SHIPPING & LOADING INFORMATION

Shipments will not be accepted more than 5 days prior to the start of the conference. If you need to ship items, address packages to Younes Conference Center South, 416 Talmage Road, Kearney, NE 68845. Please mark materials "LeadingAge Nebraska Annual Conference & Expo." It is also recommended that you mark multiple package shipments (1 of 4, 2 of 4, etc.) The Younes Conference Center South phone number is 308-234-7300.

MORE INFORMATION

For questions or additional information, contact Natalie McCormick at LeadingAge Nebraska at natalie.mccormick@leadingagene.org or call (402) 327-9252.



Change

Makers

625 S. 14th St. Ste A
Lincoln, Nebraska 68508
402-975-8436

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Nebraska