

# Expanding the world of possibilities for aging *LeadingAge*<sup>TM</sup>

LeadingAge attracts and retains exhibitors with inspiring programs and great selling opportunities by providing innovative directory and wayfinding tools.

In a world that is constantly changing and looking for the next big breakthrough in everything from technology to medicine, one thing in life is still predictable: everyone is aging. The older population is getting larger as the Baby Boom generation reaches retirement age. People are living longer and expecting more from their so-called "Golden Years" than ever before.

said Sharon Sullivan, VP of Conferences and Sales for LeadingAge. "Now because of budget constraints they may only attend one or two. To keep enthusiasm and participation high, we know we have to innovate and invest in our show each year."

Knowing that exhibitors want more than anything to connect with attendees and

## Delivering Exhibitor Leads and Selling Opportunities

**Exhibitors need to be found and connected to potential buyers.**

- ▶ Total engagement solution put in place: floor, mobile and web directories.
- ▶ Exhibitors keep coming back due to high quality booth traffic.
- ▶ Exhibitor sponsorship participation remains high year after year.



**"MarketArt is innovative, progressive and like-minded. They are great partners for us because they are constantly looking for ways to improve the show, just like we are."**

**– Sharon Sullivan, VP of Conferences and Sales, LeadingAge**

LeadingAge is devoted solely to serving the elderly and expanding the possibilities and quality of life of aging adults through advocacy and education. Now in its 50th year, LeadingAge is comprised of 5,600 not-for-profit organizations dedicated to connecting seniors with services and products that meet their needs. These services and products include housing, legal aid, skilled medical care – really anything that helps with the challenges and concerns that go along with aging.

The LeadingAge membership shares a common goal of serving seniors and changing the way society views the aging process. The group assembles once yearly for the LeadingAge Annual Meeting to exchange ideas, discuss legislation and public policy, and discover new products and services. More than 9,500 people attend the annual meeting in Washington, DC, coming together for a four-day event that includes keynote addresses by Maya Angelou, Elie Wiesel, and Mary Robinson. The conference also attracts about 850 booth exhibitors each year.

"People used to attend three, four or more shows and conferences every year,"

prospects, Sullivan and her team started brainstorming for better wayfinding and matching in the exhibition hall.

The discussion started with having more staffers available to direct traffic, but quickly turned to interactive directories and wayfinding tools available via flat panel touch screens. Margaret Wanca-Daniels, Director of Sales for LeadingAge, was familiar with MarketArt's You Are Here solution and opened a dialogue. The rest, as they say, is history with LeadingAge now in their third year of using the comprehensive web, floor and mobile wayfinding solution.

"MarketArt is innovative, progressive and like-minded," said Sullivan. "They are great partners for us because they are constantly looking for ways to improve the show, just like we are."

Wanca-Daniels appreciates MarketArt for their ability to assist not only with show floor navigation, but also for their help with marketing to attract and retain vendors, and promote sponsorships – another moneymaker for the show that has opened up new relationships and revenue streams.



**"MarketArt has products and systems that are easy to understand."**

**– Margaret Wanca-Daniels, Director of Sales, LeadingAge**

"We knew that if it was easy for us, it would be easy for our vendors and attendees, too. And that's been true," said Wanca-Daniels.

MarketArt has added tools and capabilities to assist LeadingAge in tracking traffic and connecting vendors with attendees. Wanca-Daniels: "It's a selling point when we go out and talk with new prospective exhibitors. When we show how they will be showcased and found, they get very excited about the opportunity to reach a captive and connected audience."

"The goal of our Annual Meeting is to inspire people," said Sullivan. "Our exhibitors and attendees are partners in our mission to serve older people, and we care about them and strive to inspire and energize them. MarketArt is instrumental in this mission as well, and their team has been a complete joy to work with."