

FHCA 2015 Annual Conference Trade Show

Monday, August 3 – Tuesday, August 4

Rosen Shingle Creek, Orlando, Florida

Exhibitor Prospectus



*Join us for the largest long term care conference in the
Southeast!*

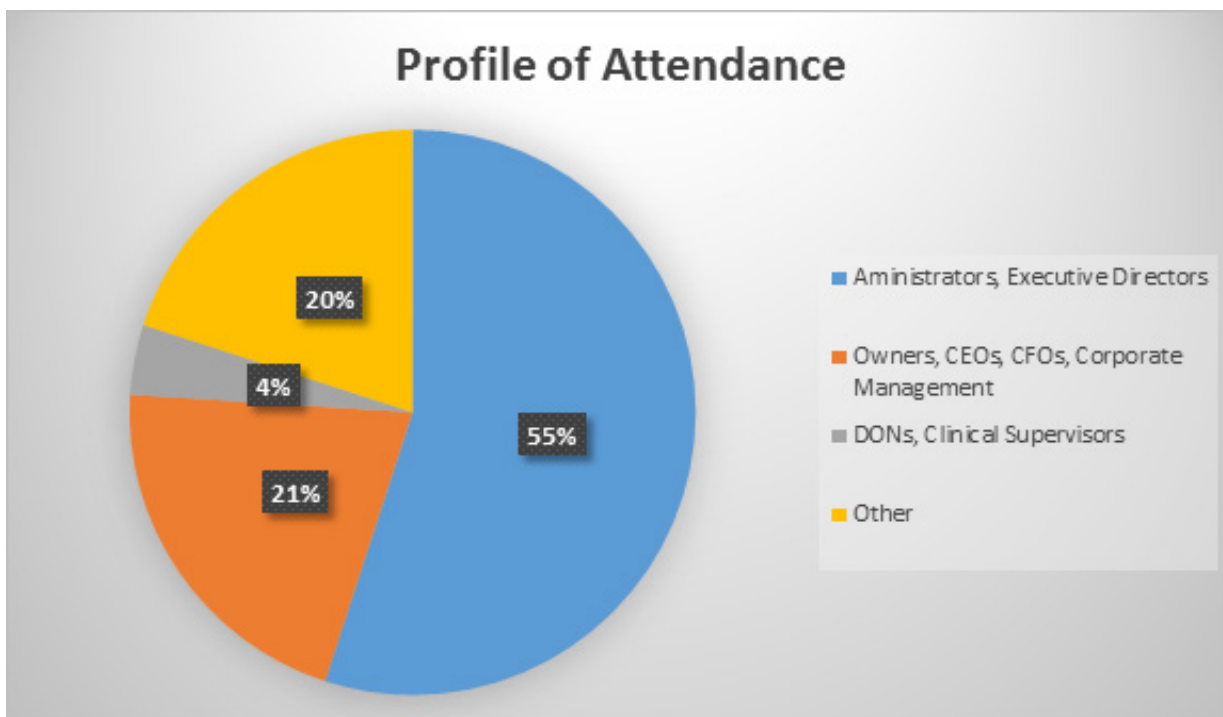
Florida Health Care Association hosts the premier conference for long term care professionals in the state. We invite you to participate as an exhibitor or sponsor for the 2015 Annual Conference Trade Show on August 3-4, at the Rosen Shingle Creek. Join approximately 1,000 conference attendees at the largest statewide event for nursing home and assisted living professionals. This premier event is the ideal venue for maximum exposure of your company.

EVENT PROFILE

The Florida Health Care Association (FHCA Show Management) is Florida's first and largest advocacy organization for long term care providers and the elderly they serve, representing over 1,000 members and over 500 facilities. FHCA is dedicated to advancing the professional development of its members and strives to provide cutting-edge education, information, and tools that are specific to the long term care continuum. This Conference will offer business meetings, educational seminars for professional development, networking and social opportunities, and a forum for long term care suppliers to showcase their goods and services.

ATTENDEE PROFILE

Florida's nursing homes and assisted living facilities invest millions of dollars each year in products and services for their residents, making this Trade Show the most attractive showcase for long term care exhibitors in Florida. This annual event brings together approximately 1,000 nursing home and assisted living professionals – purchasing decision-makers who include chief executives, owners, administrators, regional managers, clinical directors, directors of nursing, social workers, dietary managers, and other employees who provide quality long term care all across Florida.



WHO SHOULD EXHIBIT – COMPANIES WHICH PROVIDE:

- ancillary services/therapies
- clinical and healthcare consulting
- clothing and textiles
- food service management and equipment
- financial services, bonds, leasing
- furnishings/fixtures
- information systems/services
- insurance, legal services/advice
- patient lifts
- psychological therapy
- pharmaceutical/medical supplies
- physical, occupational and speech therapies
- specialized training
- staffing solutions
- telecom and security services
- other products or services that would be of interest to nursing home and assisted living professionals in the state of Florida

WHY EXHIBIT ?

• 7 Hours of Dedicated Expo Hours

We offer 7 hours of unopposed trade show time plus unique strategies to get attendees into the hall

• Complimentary Educational Sessions as Part of your Booth Fee

This gives you the opportunity to learn about the issues your customers are facing plus provides more valuable networking time. *Discounted Continuing Education Credits Available*

• One-on-one contact with qualified buyers

in your market, building trust, long-term relationships, and sales

• Show Off!

Demonstrate how your product or service cuts costs, improves effectiveness, and commands attention from buyers

• Breakdown Barriers!

Break into new markets and territories with qualified leads

• Build brand awareness

by putting your product or service front and center at the state's premier event

• The Best Value in Florida... and Possibly the Nation

We offer more prospects, more booth features and more potential business for the same or lower exhibit fee price as other shows half our size.

• Sponsorship & Marketing Opportunities to Expand your Presence beyond your Booth

Plus, a creative Association staff that will work with you to find the right opportunity to fit your budget.

• Stay in the Know

Stay up-to-date on changes in the industry and changes made by your competition



BOOTH FEES

Discount Fee (on or before Friday, June 19, 2015)

FHCA Members	\$925
Nonmembers	\$1,725

Regular Fee (after Friday, June 19, 2015)

FHCA Members	\$1,225
Nonmembers	\$2,025

Each booth purchased after the first will be reduced by \$100.

Become a member and save! See page 5 for more information.

BOOTH FEE INCLUDES

- total space of one 8' (deep) x 10' (wide) booth
- 8' back wall drapes and 3' side drapes/rails
- one 6' skirted table
- two chairs
- one wastebasket
- one identification sign
- inclusion in the online interactive floor plan and directory
- 8 Company representatives badges
- list of attendees, pre- and post-conference
- two complimentary drink tickets for the Welcome Cocktail Party
- recognition in FHCA newsletter pre- and post-conference
- recognition in conference printed materials
- listing on conference website year-round
- recognition in *FHCA Membership Directory & Buyers' Guide*

EXHIBITORS' SCHEDULE (tentative)

Sunday, August 2, 2015

3 to 6 p.m. Exhibitor Registration Open
Exhibitor Move-In/Set-Up

Monday, August 3, 2015

9 a.m. to 3 p.m. Exhibitor Registration Open
Exhibitor Move-In/Set-Up

3 to 3:30 p.m. Exhibitor Update

3:30 to 4 p.m. Trade Show Inspection

4 to 7 p.m. Trade Show

5 to 7 p.m. Welcome Cocktail Party in Trade Show

Tuesday, August 4, 2015

8:30 a.m. to 3 p.m. Exhibitor Registration Open

10:30 a.m. to 2:30 p.m. Trade Show

11:30 a.m. to 1 p.m. Cash Concessions Lunch in Trade Show area

2:30 to 6:30 p.m. Exhibitor Tear-Down

Exhibitors must be in their booths during all publicized trade show hours.

As a courtesy to other exhibitors and to attendees, exhibitors will not be allowed to tear down their booths until the close of the Trade Show at 2:30 p.m. on Tuesday, August 4.



TOOLS AND INFORMATION

BOOTH DECORATOR

Global Experience Specialists (GES)
7945 Mandarin Drive, Orlando, FL 32819
800.475.2098



BOOTH EQUIPMENT

Each registered exhibitor will receive an electronic Exhibitor Services Kit that will include forms for shipping and for ordering items such as electrical service, internet, A/V equipment, and additional furnishings. This kit will be sent via email to the Primary and Courtesy Contacts provided on the Exhibitor Contract and will also be posted on the FHCA Conference website at www.fhcaconference.org once available. The exhibit space is carpeted; it will NOT be necessary to purchase carpet for your booth. Please read information in the Exhibitor Kit carefully to avoid unnecessary late charges and/or set-up fees. Be sure to order early to avoid on-site costs.

FREIGHT

Exhibitors should be aware that GES is not open on the weekends. Common carriers do not deliver on weekends nor does the Rosen Shingle Creek accept freight for the Trade Show. Advance shipments may be shipped to the decorator's warehouse starting Tuesday, June 20th, 2015 – Wednesday, July 29th, 2015. Shipments to the decorator's warehouse shall be labeled as follows: c/o GES, Florida Health Care Association Annual Conference, (Your Company Name & Booth Number), 7945 Mandarin Drive, Orlando, FL 32819 USA. ATTENTION EXHIBITORS: All exhibit materials must be sent in advance to the GES warehouse. If the exhibitor ships directly to the hotel, the hotel will charge \$.70 per pound and they (the exhibitor) will need to go and retrieve the package themselves. If the exhibitor ships to the hotel and the package is too large for the exhibitor to retrieve by themselves and GES has to get the package, (the exhibitor) will pay the hotel \$.70 per pound AND have to pay GES material handling charges.

MOBILE APP

FHCA will once again have a virtual trade show available for all attendees and exhibitors. This interactive floor plan and directory system will better allow exhibitors to connect with attendees and promote their products and services to potential buyers. The site will also remain available year-round as a resource to Conference attendees and an added benefit to exhibitors. More information will be made available to exhibitors.

PRIZES & PRIZE ANNOUNCEMENTS

A list of exhibitors and prizes will be published in the conference materials. Prize information must be supplied to FHCA by Friday July 10, 2015 to meet the publication deadline. FHCA will post a listing of the prize winners, but attendees must claim their prizes from exhibitors. Exhibitors are responsible for delivering unclaimed prizes.

SPONSORSHIP OPPORTUNITIES

Take advantage of high-profile sponsorships at the FHCA 2015 Annual Conference & Trade Show. This is your chance to distinguish your company from the rest and support FHCA in a special way! **See page 9 for details on sponsorship opportunities.**

- distinguish your company from the rest to reach nearly 1,000 of Florida's long term care professionals
- strengthen your marketing and branding campaigns
- earn prime booth space and attract more booth traffic
- receive recognition prior to, during the event, and on the show floor

PRE- AND POST-CONFERENCE ATTENDEE LISTS

Each confirmed exhibitor will be e-mailed a list of all conference attendees in an Excel format, approximately three weeks in advance of the Trade Show and three weeks after. *Please note, attendee email addresses are not permitted to be released.*

LEAD RETRIEVAL

MTS Tracking provides inexpensive, innovative tracking solutions to exhibitors. Their lead retrieval system is simple and affordable. For a minimum cost you will receive a one-step laser scanner to easily capture your leads onsite. After the event you will be sent an excel spreadsheet of all your valuable contacts. More information is available at www.fhcaconference.org and will be included in the Exhibitor Services Kit.

CONTINUING EDUCATION & SPECIAL EVENTS

Exhibitors are welcome to attend the seminars at Conference. Your badge grants you complimentary access. Exhibitors needing continuing education for a license can register and pay a reduced fee of \$100. This form may also be used to purchase additional tickets for special events not included in booth fees, such as the Fun Night and Awards Luncheon. This form will be available on the website at www.fhcaconference.org in early spring.

HOTEL RESERVATIONS

FHCA has acquired a special room rate at the Conference hotel. The room block will open in early spring and all paid exhibitors will be sent notice of how to reserve their rooms prior to that date.

ASSOCIATE MEMBERSHIP

FHCA Associate Memberships are available to companies and individuals who provide goods and services to long term care facilities. Associate Membership benefits include priority booth selection, listing in the annual *FHCA Membership Directory & Buyers' Guide*, and the *Online Buyers' Guide*, newsletter subscription, select membership mailings, and eligibility to participate in state and district activities. There is also an Associate Member seat on FHCA's Board of Directors. For those interested in FHCA Associate Membership, review the Exhibit Costs section of the Exhibit Contract to see how you can save money by joining as an Associate Member.

ASSOCIATE MEMBER SUPPORT COMMITTEE (AMSC)

FHCA Associate Members may also join the Associate Member Support Committee (AMSC) for an additional \$150 per year. Members of the AMSC consult with FHCA committees on the Annual Conference Trade Show, Annual Scholarship Program Golf Tournament, Leadership Symposium, Legislative Meetings, and Nurse Leadership Program. AMSC members receive priority choice on booth space and special recognition in FHCA publications, including the annual *FHCA Membership Directory & Buyers' Guide*, as well as the *Online Buyers' Guide*, and on signage at events. Refer to the Exhibit Contract to join the AMSC.

AMSC "GOOD GUYS" GAME & WINE TOSS

Members of the FHCA AMSC who have purchased booth space in the 2015 Trade Show will be listed on the exclusive AMSC "Good Guys" game card. To be eligible for cash prizes, conference attendees must visit each AMSC booth listed on the game card. Members of the AMSC have found this to be an ideal way to encourage conference attendees to visit their booths and foster productive business relationships. **TO BE LISTED ON THE AMSC "GOOD GUYS" GAME CARD, YOUR BOOTH PAYMENT, ASSOCIATE MEMBER DUES, AND AMSC DUES MUST BE RECEIVED BY FRIDAY, June 5, 2015.** The AMSC Wine Toss offers attendees the chance to win a bottle of wine or beer. Using a lead generating system, attendees will have their name badges scanned for three tosses. After the show, an excel list will be sent to all of the AMSC members with the participants' information. On Average, the Wine Toss alone generates over 500 leads with email addresses.

RULES AND REGULATIONS

CONTRACT FOR SPACE

The application for exhibit space, the formal notice of space assignment by Show Management, and these Rules and Regulations constitute a contract for the right to exhibit at the FHCA 2015 Annual Conference & Trade Show. Exhibitor also agrees to comply with any rules and regulations of the Rosen Shingle Creek.

BOOTH ASSIGNMENT

Space will be assigned on a first-come, first-paid basis. Be sure to indicate on the Exhibit Contract if there are any companies that you would prefer to be located near to or away from. Every effort will be made to accommodate your preference; however, Show Management reserves the right to make booth assignments at its discretion. Please list alternate choices in case your first choice is unavailable. You will receive confirmation of your booth space and information. Be sure to send your contract and payment in early to secure a preferred location! *All product & service demonstrations must be done inside of the booth. Demonstrations will not be permitted outside of the trade show floor during trade show hours.*

SUBLETTING OF SPACE

Individuals and companies offering goods or services that have chosen not to purchase a booth are prohibited from soliciting business in any manner in the exhibit area. The booth purchased by the exhibitor is for the exclusive use of the legal entity signing this contract. No other legal entity or division of, subsidiary of, or related party to the exhibitor may utilize any portion of the exhibitor's assigned booth. **Exhibitor may not assign, sublet, share, or apportion the whole or any part of the space allocated to it with any other entity.** Only products or services sold or distributed by the exhibitor in the ordinary course of its business shall be advertised or exhibited in exhibitor's booth. Exhibitor's agents shall also reflect appropriate business dress and decorum while maintaining their booth during show hours.

SIZE LIMITATIONS

Booths are 8 feet deep and 10 feet wide. Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic. An exhibitor shall not infringe upon the rights and privileges of any other exhibitor. Canvassing outside the booth is not permitted and violators may be asked to leave. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others. No walls, partitions, signs, or decorations may be erected which will interfere with the general view "down the aisle" or with any other exhibits. **For end cap booths, this means displays must provide 3 feet of clearance on each side so the view down the aisle is unobstructed.** Show Management reserves the right to relocate exhibitors for the benefit of the exhibitor or the Trade Show.

SOUND

Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. Any activity which projects sound beyond the confines of the exhibit booth is prohibited.

UNOCCUPIED SPACE

Should any rented space remain unoccupied after the 3:30 p.m. inspection deadline prior to show's opening, Show Management reserves the right to sell or occupy said space.

FOOD SERVICE

Samples of food, beverage, or any product may not be distributed by any exhibitor without prior written approval of Show Management. The exhibitor must notify Show Management of any dispensing of food and beverage (3 oz. or less) from their booth thirty (30) days prior to arrival. **The hotel ultimately has the final say when samples are concerned.** *Anything over 3 oz. is not permitted or is subject to hotel corkage and service fees and applicable taxes.*

NAME BADGES

Exhibiting companies must request and obtain name badges for distribution only to the exhibiting company's employees who will staff their booth during show hours. Name badges will include the name of the employee along with the name of the Company. Information will be sent out several weeks prior to the show on making these requests online. Companies can request up to 8 badges per booth. An online order form will be available at a later date. Additional badges may be purchased for \$75 each. ***Please note, only current employees of the exhibiting company may acquire a badge! All employees of an exhibiting company must be prepared during show hours to show proof of employment with a business card. The failure of an employee to demonstrate proof of employment with a business card will result in confiscation of the unauthorized name badge and immediate escorting of the nonemployee individual off of the trade show floor. In addition, should it be discovered that a nonemployee of an exhibiting company is wearing a name badge or that the exhibiting company obtained a name badge for a nonemployee or participated in a scheme to obtain a name badge for a nonemployee, the exhibiting company will be prohibited from exhibiting at the following year's FHCA Annual Conference Trade Show.***

PAYMENTS & REFUND POLICY

The total amount for exhibit space is due upon the reserving of space and signing of the contract. If an exhibitor finds it impossible to attend, and a letter is received at the FHCA office to that effect by 5 p.m. June 19, 2015, the exhibitor will be charged an administrative fee of \$200 per booth and the balance of the booth price will be refunded. No refunds for any portion of the booth fee will be made after May 30; exhibitors who purchase booths after June 19 are not entitled to any refund.

SECURITY & LIABILITY

Show Management will provide basic security services from 6 p.m. on Sunday, August 2, to 6:30 p.m. on Tuesday, August 4. The exhibitor agrees to hold Show Management and the Rosen Shingle Creek harmless and to indemnify Show Management and the Rosen Shingle Creek against claims or liability arising out of the actions, fault, or negligence of the exhibitor, its agents, or employees, prior to, during, and after the Trade Show. Show Management and the Rosen Shingle Creek shall not be responsible for any loss, damage, or injury that may occur to the exhibitor or the exhibitor's agents, patrons, guests, employees, or property from any cause whatsoever (unless occasioned by the sole willful or gross negligence of Show Management or the Rosen Shingle Creek prior to, during, or subsequent to the Trade Show). The exhibitor hereby releases Show Management and the Rosen Shingle Creek from, and agrees to indemnify them against, any and all claims for such loss, damage, or injury.

DAMAGE TO PROPERTY

The exhibitor, its agents, guests, or patrons shall not injure, mar, nor in any manner deface the Rosen Shingle Creek premises or equipment therein, and shall not cause or permit anything to be done whereby the Rosen Shingle Creek or its equipment shall be in any manner injured, marred, unduly soiled, defaced, lost, stolen, or otherwise removed from the building, and will not drive, or permit to be driven, nails, hooks, tacks, or screws into any part of the Rosen Shingle Creek, and will not make nor allow to be made, any alterations of any kind therein. Should any of the Rosen Shingle Creek equipment used by the exhibitor in the conduct or operation of the exposition be damaged, lost, or stolen, the exhibitor will promptly pay for the equipment by cash or certified check.

SIGNS & POSTERS

The exhibitor shall not post or exhibit signs, advertisements, posters, or cards of any description inside, in front of, or on any part of the Rosen Shingle Creek without written consent. In addition, the use of propane or bottled gas or any hazardous material within the building is prohibited. Helium balloons must be secured and are not permitted to float away. Any fees or expenses for removal of helium balloons "in the ceiling" will be the responsibility of exhibitor.

PUBLIC POLICY

All exhibitors are participating at the exclusive discretion of Show Management and must abide by all local codes, rules, regulations, and ordinances, including fire regulations, and must abide by the directions and instructions

presented by official Show Management and the Rosen Shingle Creek personnel. The exhibitor understands that any violations of these policies may result in the immediate closing and removal of the exhibitor's booth.

ATTORNEY'S FEES AND COSTS

Should any litigation arise out of this contract, both parties agree to binding arbitration; the exhibitor shall pay all costs and reasonable attorney's fees incurred by Show Management, and/or the sponsoring organization, and/or the co-sponsoring associations as the prevailing parties.

EXHIBIT FLOOR ACCESS

Show Management reserves the right to limit access to the exhibit floor to anyone during times when the show is not officially open.

ELIGIBLE EXHIBITS & RESTRICTIONS

Show Management reserves the right to accept or reject without reason any Exhibit Contract received. Show Management also reserves the right of exhibit space reassignment and reserves the right to cancel this contract, whenever it discovers that exhibitor's product is not as described in this contract or is incompatible with the purposes of the Trade Show. Contract for space may also be cancelled if Show Management deems the exhibitor's demeanor inappropriate or disruptive.

TAXES AND LICENSES

In accordance with Florida Statutes Section 212.18, Show Management authorizes exhibitors to make retail sales of tangible personal property or service subject to sales tax. Exhibitor shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the FHCA 2015 Annual Conference & Trade Show. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that shall become due to any governmental authority in connection with their activity at the Trade Show.

FIRE SAFETY AND HEALTH

The exhibitor agrees to accept full responsibility for compliance with city, county, state, and federal Fire Safety and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators. The exhibitor hereby represents and warrants to Show Management that the exhibitor has taken all steps reasonably necessary in its judgment to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected.

FREIGHT HANDLING

Global Experience Specialists, Inc. (GES) has the responsibility of receiving and handling all exhibit materials and empty crates. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. GES will not be responsible, however, for any materials they do not handle. GES will have COMPLETE control of the loading docks at all times. If you wish to unload or load, you must report to the GES Servicenter. Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed away at the owner's expense. Your company's staff is permitted to transport small items to your booth by hand, or with personally owned 2-wheel carts. All forklifts will be operated by GES. Personally Owned Vehicles (POV's) such as cars, pick up trucks and minivans that are utilized for the unloading/loading of exhibit materials will be monitored by GES Freight Personnel.

AMENDMENT TO RULES AND REGULATIONS

Show Management shall have sole authority to promulgate, interpret, and enforce all rules and regulations, and make any amendments to the regulations as shall be necessary for the orderly conduct of the Trade Show. All matters and questions not covered by these regulations are subject to the decision of Show Management.

SPECIAL SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIPS – \$10,000 each

- 1 prime-location 8' x 10' booth included
- 4 tickets for the Fun Night
- special signage in individual booth and at the sponsored function
- inclusion in PowerPoint presentations at the sponsored event and membership meetings
- tickets/admission to the event sponsored
- half-page ad in the Conference Registration Brochure and Conference Program, provided artwork in vector form is submitted by Friday, February 20, 2015 for the Brochure and Friday, June 5, 2015 for the Program
- recognition in FHCA publications through a listing in the annual *FHCA Membership Directory & Buyers' Guide*, the *Online Buyers' Guide*, *PULSE*, and logo recognition on the FHCA Conference website

Circle of Excellence Award Luncheon - Wednesday, August 5 – 12:00 to 2 p.m. (1) SOLD

This lunch will celebrate our Board of Directors as they are inaugurated, as well as FHCA's Circle of Excellence Award winners. Sponsor this event and be involved in the presentations.

Fun Night Entertainment – Wednesday, August 5 – 7 to 11 p.m. (1)

This premier sponsorship creates the mood with entertainment for this fun-filled night. This is the event everyone looks forward to and remembers! **Pending Fun Night Theme*

Tote Bags (1) SOLD

Attendees carry these bags imprinted with the sponsor's logo during and after Conference.

GOLD SPONSORSHIPS — \$7,500 each

- prime booth location in the Trade Show (booth not included, only location)
- special signage in individual booth and at the sponsored event
- inclusion in PowerPoint presentations at the membership meetings
- quarter-page ad in the Conference Registration Brochure and Conference Program, provided artwork in vector form is submitted by Friday, February 20, 2015 for the Brochure and Friday, June 5, 2015 for the Program
- recognition in FHCA publications through a listing in the annual *FHCA Membership Directory & Buyers' Guide*, the *Online Buyers' Guide*, *PULSE*, and logo recognition on the FHCA Conference website

Keynote Speakers (2) SOLD

Sponsor the featured speaker at either Membership Meeting and introduce the speaker. In the event that the keynote speaker also presents a continuing education session, this sponsorship will also include that session, where you will receive recognition as the sponsor and the opportunity to distribute company materials.

“Lunch on Us” Token – Tuesday, August 4 – 11:30 a.m. to 2:30 p.m. (1)

Provide a voucher (equal to the cost of a meal combo) for the cash concessions lunch in the Trade Show area. Attendees will be able to enjoy a meal onsite and stay in the Trade Show instead of leaving for lunch.

Mobile App (1) SOLD

Sponsor the FHCA Conference Mobile App, which attendees will access before and during conference to search the virtual floor plan, review agenda information, and check for event updates on their mobile device. Your logo will prominently appear as a banner on the application.

SILVER SPONSORSHIPS — \$5,500 each

- prime booth location in the Trade Show (booth not included, only location)
- special signage in individual booth and at sponsored functions
- inclusion in PowerPoint presentations at the membership meetings
- tickets/admission to the event sponsored
- logo recognition in the Conference Registration Brochure and Conference Program, provided artwork is submitted by Friday, February 20, 2015 for the Brochure and Friday, June 5, 2015 for the Program
- recognition in FHCA publications through a listing in the annual *FHCA Membership Directory & Buyers' Guide*, the *Online Buyers' Guide*, *PULSE*, and logo recognition on the FHCA Conference website

Handouts/Materials Webpage (1) SOLD

Conference attendees will visit this site to download all of the speaker presentations for their personal use. The webpage will have the sponsor's logo prominently displayed. This is a high exposure sponsorship!

Hotel Key Cards (1) SOLD

Conference attendees will use their key cards with the sponsor's logo dozens of times during their stay. What an innovative way to get your message out there!

Namebadge Holders (1) SOLD

Attendees enjoy these useful badge holders, not only to identify themselves, but to hold personal items while in CE Sessions. Your company's logo will appear on the front.

Padfolio (1)

Attendees will use these padfolios to take notes at Sessions during the Conference. Your company name and logo will be displayed on the front.

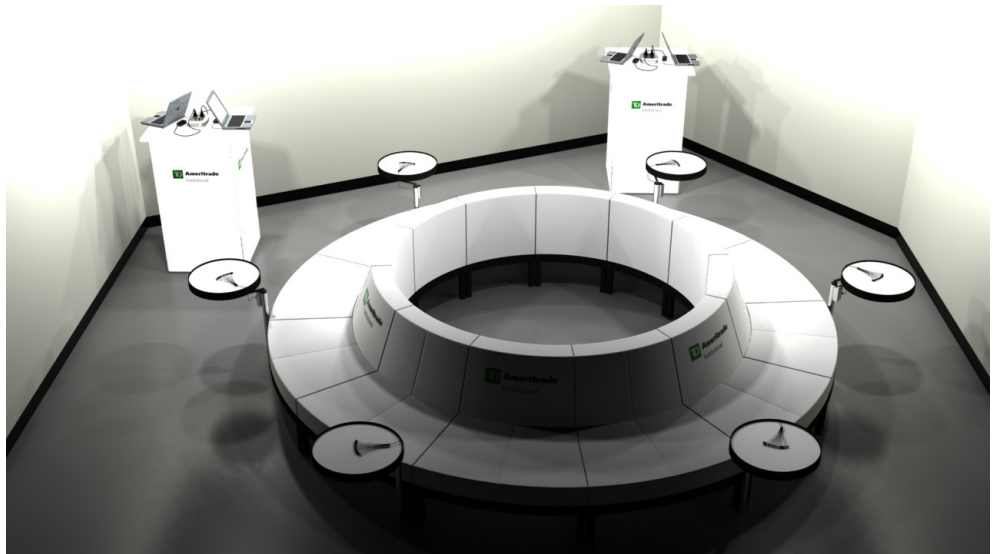
T-shirts (1) SOLD

Full Registrants will receive a voucher to exchange at the sponsor's booth for a Conference T-shirt with the sponsor's logo prominently displayed.

Trade Show Internet and Internet Charging Stations (2 Stations Total - 6 total sponsors) 1 SOLD

Be the sponsor of the one area where attendees can gain internet access, charge their tablets and phones, meet, mingle and relax.

- Multiple Logo Branding Opportunities
- Special Signage
- Maximum of 3 co-sponsors per lounge
- Flat screen TV in center of lounge for maximum branding opportunities and important Conference announcements



SILVER SPONSORSHIPS CONTINUED

Trade Show Coffee Break

Be the hit of the show by sponsoring a coffee break for all attendees on the Trade Show Floor on Tuesday, August 4 from 10:30 -11:30 a.m. This great opportunity will provide exposure for your brand through personalized coffee cup sleeves and beverage napkins. Your company will be recognized on special signage as well as having your representative greeting the crowd.

*up to 3 co-sponsorships available; all co-sponsors must be confirmed by June 5 or break will be canceled.

Trade Show Specialty Cocktail

Offer the attendees a specialty cocktail as they enter the Trade Show on Monday, August 3. Includes specialized cups and logo napkins.

Welcome Cocktail Party – Monday, August 3 – 5 to 7 p.m. (3)

This is the first opportunity at Conference for folks to get together socially. Everyone attends this festive event which takes place the opening day in the Trade Show hall! Sponsorship includes 10 beverage tickets, specialized koozies, beverage napkins and signage at the Trade Show Tuesday evening.

BRONZE SPONSORSHIPS – \$3,500 each

- prime booth location in the Trade Show (booth not included, only location)
- special signage in individual booth and at the sponsored event
- inclusion in PowerPoint presentations at the sponsored event and membership meetings
- logo recognition in the Conference Registration Brochure and Conference Program, provided artwork is submitted by Friday, February 20, 2015 for the Brochure and Friday, June 5, 2015 for the Program
- recognition in FHCA publications through a listing in the annual *FHCA Membership Directory & Buyers' Guide*, the *Online Buyers' Guide*, *PULSE*, and logo recognition on the FHCA Conference website

Conference Brochure (1) SOLD

Includes a full-page ad in the conference brochure, provided camera-ready (vector) artwork is submitted by Friday, February 20, 2015. The brochure is mailed to all Florida facilities and corporate offices.

Conference Program (1) SOLD

Includes a full-page ad in the conference program, provided camera-ready artwork is submitted by Friday, June 5, 2015. Attendees refer to the program all week during Conference.

Fun Night Activities – Wednesday, August 5 – 7:30 to 11 p.m. (4)

The Fun Night is sure to be the most memorable event of the week. Sponsor an activity for attendees to participate in during the event, and be a part of the fun! Receive two complimentary tickets to the event.

**Pending Fun Night Theme.*

Plenary Speaker Sponsor (2)

Sponsor the featured speaker at one of the largely attended Plenary Sessions. This sponsorship will include the opportunity to introduce the speaker as well as make a 1-2 minute introduction about your company. You will have the opportunity to pass out materials during the session or have a table in the back of the room for your materials and promotional items. Attendance usually averages 500 + attendees.

Registrant Materials Portfolio (1)

All Conference materials are given to attendees in a portfolio when they arrive. Since they carry these portfolios throughout the week, having your logo on the outside certainly makes for a high-visibility sponsorship!

OTHER SPECIAL SPONSORSHIPS – \$1,500 each

- preferred booth location in the Trade Show (booth not included, only location)
- signage in individual booth
- recognition in conference printed materials and PowerPoint presentation shown onsite
- recognition in FHCA publications through a listing in the annual *FHCA Membership Directory & Buyers' Guide*, the *Online Buyers' Guide*, *PULSE*, and the FHCA Conference website

Floor Displays (4)

Your company's name, logo, and message will be hard to miss when it appears on two of these double-sided 3' x 6 1/2' vertical floor displays. These displays will be strategically placed in high-traffic areas of the convention center. Artwork must be provided by Friday, June 5, 2015.

Trade Show Aisle Signs (4) 1- SOLD

Your company logo and booth number will be prominently displayed on 4' x 8' directional signs used to mark each aisle in the Trade Show. Attendees will refer to them when navigating the hall. Artwork must be provided by Friday, June 5, 2015.

CE Session Options (8)

Includes two CE Sessions at which you receive recognition as the sponsor and the opportunity to distribute your materials.

Refreshment Breaks (4) 1- SOLD

Attendees very much appreciate these beverage breaks during the week. This sponsorship includes signage and a materials table in the break area. Customized napkins with your company logo to be used at the break. Selection from available breaks will be made on a first-paid basis.

SPONSOR BOOTHS

Show Management reserves the right to consider sponsorship amount when assigning sponsorship booth selections. If you prefer a location other than the booths designated, Show Management will accommodate you if at all possible. ***Sponsors are required to purchase booth space in the FHCA Annual Conference Trade Show unless approved by Show Management.***

SPONSORSHIP AVAILABILITY

FHCA extends a First Right of Refusal opportunity to companies which sponsored in 2014. Check with Jenny Early at (800) 771-3422 or jeary@fhca.org on the availability of sponsorships. Then, if you would like to purchase a sponsorship, indicate that on your Exhibit Contract, including payment as outlined.



OTHER OPPORTUNITIES

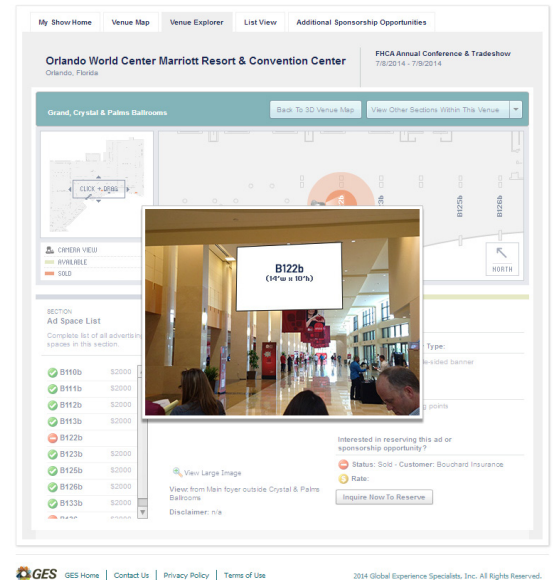
Additional Branding Opportunities

Additional branding opportunities such as window clings, carpet clings and much more will be available throughout the hotel convention area.

Visit http://interactivevenue.ges.com/show_code_sign_in.aspx
Sign In: FHCA_201508

View the opportunities on a virtual map of the convention area so you can view exactly what hotel areas are available for branding.

Contact Jenny Early at (800) 771-3422 or jearly@fhca.org for more details.



FHCA Fun Night Opportunities

Additional activities and theme enhancement exposure will become available once the conference theme has been established. Stay tuned for more details!

Don't see a sponsorship listed that peaks your interest? Sponsorships can be tailored to your need. Contact Jenny Early at (800) 771-3422 or jearly@fhca.org for more information and other opportunities.



ADVERTISING OPPORTUNITIES

Promote your company with an advertisement in the FHCA 2015 Annual Conference Brochure or Program!

Ad space is available for our Conference Brochure and Program. The Brochure is mailed to all nursing homes, assisted living facilities and corporate offices in Florida. **Circulation in this popular publication exceeds 4,000.** This slick, magazine-style publication is sure to catch people's attention and generate buzz for the 2015 Trade Show.

Attendees refer to the Program all during Conference when checking for details on seminars and other events. These full-color ads are a great way to gain additional recognition for your company and drive traffic to your booth.

Artwork must be received by Friday, February 20, 2015 for the Brochure and Friday, June 5, 2015 for the Program. You must have a booth at the Trade Show in order to purchase an ad. A signed ad form must accompany the camera-ready or finished ad. **Payment is required at the time of submission.** Finished artwork must be submitted via e-mail to Jenny Early at yearly@fhca.org.

The format for submitted artwork is:

- 1 color = black (please verify file is not in RGB or CMYK); full color = CMYK (please verify file is not in RGB)
- resolution should be 300 dpi (text converted to outlines)
- PDF file, Adobe Illustrator EPS file, and TIFF file formats accepted

Ad Order Form

Company Name _____
Contact Name _____ Title _____
Mailing Address _____
City _____ State _____ Zip _____
Phone _____ E-mail _____

Select Your Ad Specs

Ad Sizes/Prices:

- Full Page with bleeds (8.75" x 11.25") – \$1,000
- Half Page Horizontal (7.5" x 4.875") – \$750
- Quarter Page (3.625" x 4.875") – \$500

Publications:

- Conference Brochure
- Conference Program

Payment Information

Check/Money Order Enclosed (payable to FHCA)

Charge My: American Express MasterCard VISA Discover

Cardholder Name _____ Security Code _____

Credit Card No. _____ Exp. Date _____

City _____ State _____ Zip _____

Total _____ Signature _____

(authorizes ad and charge amount)

Fax completed form to (850) 681-2075 or mail with check to P.O. Box 1459, Tallahassee, FL 32302. For more information, contact Jenny Early at (850) 224-3907 or yearly@fhca.org.

FHCA 2015 Annual Conference Trade Show

Monday, August 3 – Tuesday, August 4

Rosen Shingle Creek, Orlando, Florida

Booths and Sponsorships go fast! 2014 Trade Show sold out by June. The 2015 Trade Show is sure to be a sold-out event, so reserve your spot today!

