

# **FHCA 2018 Annual Conference Trade Show**

Monday, July 16 – Tuesday, July 17

The Diplomat Beach Resort, Hollywood, Florida

## *Exhibitor Prospectus*



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

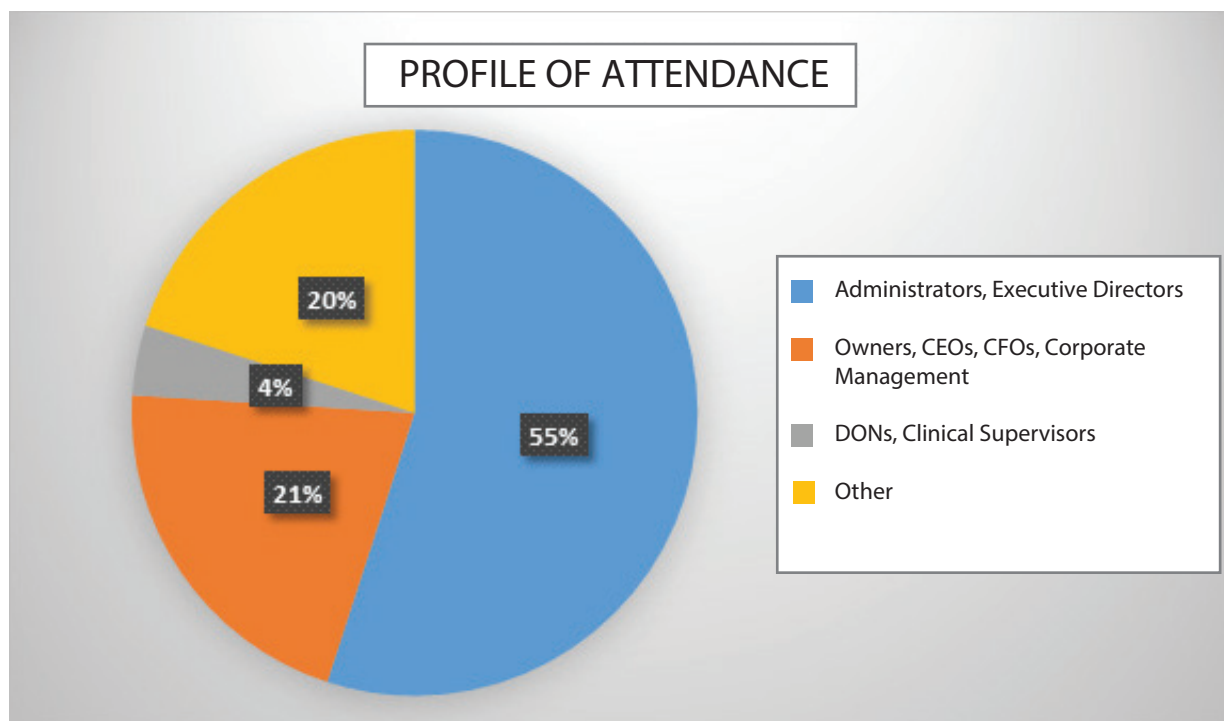
Florida Health Care Association hosts the premier conference for long term care professionals in the state. We invite you to participate as an exhibitor or sponsor for the 2018 Annual Conference Trade Show on July 16-17, at the Diplomat Beach Resort. Join approximately 1,000 conference attendees at the 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 centers. 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 centers 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 center 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 ?

- **6.5 Hours of Dedicated Expo Hours**

We offer 6.5 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 profession and changes made by your competition.





## BOOTH FEES

### Discount Fee (on or before Friday, April 27, 2018)

FHCA Members	\$1,100
Nonmembers	\$2,500

### Regular Fee (after Friday, April 27, 2018)

FHCA Members	\$1,500
Nonmembers	\$2,800

Each booth purchased after the first will be reduced by \$100.  
See pg. 8 for payment and cancellation policies.

***Become a member and save! See page 6 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, provided contract is submitted prior to publication deadlines
  - listing on conference website year-round
  - recognition in *FHCA Membership Directory & Buyers' Guide*
- \*Refer to the name badge policy on pg. 8*

## EXHIBITORS' SCHEDULE (subject to change)

### Sunday, July 15, 2018

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

### Monday, July 16, 2018

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 7:00 p.m. Trade Show & Cocktail Party in Trade Show

### Tuesday, July 17, 2018

8:30 a.m. to 2:30 p.m. Exhibitor Registration Open  
10:30 a.m. to 2:00 p.m. Trade Show  
11:30 a.m. to 1 p.m. Cash Concessions Lunch in Trade Show area  
2:00 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 2:00 p.m. on Tuesday, July 17.**



# RULES, REGULATIONS 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](http://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. GES Discount Deadline is Monday, July 02, 2018.

## 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. 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 June 1, 2018 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.

## PRE- AND POST-CONFERENCE ATTENDEE LISTS

Each confirmed exhibitor will be e-mailed a list of all conference attendees in an Excel format, approximately six 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](http://www.fhcaconference.org) and will be included in the Exhibitor Services Kit.

## ADVERTISING

Promote your company with an advertisement in the FHCA 2018 Annual Conference Brochure or Program! Ad space is available for exhibitors in our Conference Brochure and Program. The Brochure is mailed to all nursing homes and corporate offices in Florida. 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. Consider Conference Website advertising for dynamic, time-sensitive promotion. Each ad directs visitors to a landing page to learn more about your business. Visit the conference website under the *Exhibitor Sponsorships & Advertising* section.

## 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](http://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. ***\*FHCA does not endorse nor contract any third party booking agencies.***

## BECOME A MEMBER

<p style="text-align: center;"><b>Associate Membership</b> <b>\$625</b></p> <p>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 <i>FHCA Membership Directory &amp; Buyers' Guide</i>, and the <i>Online Buyers' Guide</i>, 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. Renew or sign up for your 2018 dues when you reserve your booth and save \$175 off the cost of the nonmember booth. Sign Up for your dues prior to January 31, 2018 and save and extra \$25 off your dues!</p>	<p style="text-align: center;"><b>Associate Member Support Committee</b> <b>\$150</b></p> <p>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 <i>FHCA Membership Directory &amp; Buyers' Guide</i>, as well as the <i>Online Buyers' Guide</i>, and on signage at events. Refer to the Exhibit Contract to join the AMSC.</p> <p style="text-align: center;">*must be a full Associate Member to join the AMSC</p>
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## AMSC "GOOD GUYS" GAME & WINE TOSS

Members of the FHCA AMSC who have purchased booth space in the 2018 Trade Show will be included in a traffic builder game. The game will offer cash incentives for attendee participation. 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 1, 2018.*** 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.

## 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 2018 Annual Conference & Trade Show. Exhibitor also agrees to comply with any rules and regulations of the Diplomat Resort & Spa.

## UNOCCUPIED SPACE

Should any rented space remain unoccupied after the 3:00 p.m. inspection deadline prior to show's opening, Show Management reserves the right to sell or occupy said space.

## 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.

## 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.*

## 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 Diplomat Beach Resort without written consent. In addition, the use of propane or bottled gas or any hazardous material within the building is prohibited. **Helium balloons are prohibited at the Diplomat Beach Resort.**

## 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.



## **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 sent to the Show Management main contact to that effect by 5 p.m. June 1, 2018, 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 June 8; exhibitors who purchase booths after June 8 are not entitled to any refund.

## **SECURITY & LIABILITY**

Show Management will provide basic security services from 6 p.m. on Sunday, July 15 to 6:30 p.m. on Tuesday, July 17. The exhibitor agrees to hold Show Management and the Diplomat Resort & Spa harmless and to indemnify Show Management and the Diplomat Resort & Spa 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 Diplomat Resort & Spa 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 Diplomat Resort & Spa prior to, during, or subsequent to the Trade Show). The exhibitor hereby releases Show Management and the Diplomat Resort & Spa 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 Diplomat Resort & Spa premises or equipment therein, and shall not cause or permit anything to be done whereby the Diplomat Resort & Spa 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 Diplomat Resort & Spa, and will not make nor allow to be made, any alterations of any kind therein. Should any of the Diplomat Resort & Spa 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.

## **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 Diplomat Beach Resort. 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.

## **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.

## **SALES**

Due to security and sales tax implications, no firm or organization sponsoring the FHCA Annual Conference or serving as an exhibitor is permitted to engage in direct sales (cash, check, or credit card) activity within the exhibit area or contracted conference space.

## **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**

All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under union jurisdiction. The union also has the jurisdiction of the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment, as well as the reverse process.

Full-time employees of exhibiting companies may 'hand carry' material provided they do not use material handling equipment. When exhibitors do choose to 'hand carry' material, they may not be permitted access to the loading dock/freight door areas. Global Experience Specialists, Inc. will not be responsible for any material we do not handle. All exhibitors are expected to comply with any union requirements in effect and as outlined in the "SHOW SITE WORK RULES" section of the Exhibitor kit.

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 12, 2018 – Wednesday, July 11, 2018. Shipments to the decorator's warehouse shall be labeled as follows: c/o GES, UPS Freight c/o Clover Systems, 1910 NW 97th Avenue, Miami FL 33172, Florida Health Care Association Annual Conference, (Your Company Name & Booth Number), ATTENTION EXHIBITORS: The Diplomat Beach Resort does not accept direct shipments, be sure to have shipments arrive at the advanced warehouse C/O GES otherwise, your shipment may not be delivered. If the exhibitor ships to the hotel and the package is too large for the business center, both hotel and GES handling charges may apply.

## **LABOR JURISDICTIONS**

Miami/Ft. Lauderdale

All work performed in the Exhibit Area is under union jurisdiction and under safety jurisdiction. Show management and all exhibitors are expected to comply with the unions and with fire and safety requirements in effect.

In the interest of safety, continuity, security and control, the following are understood as exclusive services if provided by GES: material handling, receipt/unloading of inbound Federal Express and UPS shipments, audio visual, rigging, electrical, plumbing and custom cleaning. Should the facility provide some or all of the following services: electrical, plumbing, compressed air, sign hanging, cleaning of certain areas and phones, their work rules and union jurisdictional issues would apply for these services.

GES has a great relationship with all unions. We work very closely with them to create a positive work environment that enables us to deliver the highest quality of service. Our effective leverage of these relationships provides greater efficiencies to the exhibitors. We anticipate that all contracts up for renewal will result in non-contentious resolutions.

## **EXHIBIT LABOR**

All work involved in the erection, touch-up painting, dismantling, and repair of all exhibits -- when this work is done by persons other than your full-time company personnel – will fall under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging of signs and/or decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes.

## **GRATUITIES**

Our work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

## **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**

Take advantage of high-profile sponsorships at the FHCA 2018 Annual Conference & Trade Show. This is your chance to distinguish your company from the rest and support FHCA in a special way!

- 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

Choose from one of the five sponsorship levels listed. Each level contains different opportunities ranging from branding to special event recognition. A complete list of all sponsorship opportunities is available on the Annual Conference website [www.fhcaconference.org](http://www.fhcaconference.org). 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](mailto:jearly@fhca.org) for more information and other opportunities.

## SPONSORSHIP LEVELS

### 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 2, 2018 for the Brochure and Friday, May 25, 2018 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

### 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 2, 2018 for the Brochure and Friday, May 25, 2018 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

### 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 2, 2018 for the Brochure and Friday, May 25, 2018 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.

### 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 2, 2018 for the Brochure and Friday, May 25, 2018 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

### 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



# FHCA 2018 Annual Conference Trade Show

Monday, July 16 - Tuesday, July 17, 2018

The Diplomat Beach Resort, Hollywood, Florida

*Booths and Sponsorships go fast!*

*The 2017 Trade Show sold out by the beginning of June.*

*The 2018 Trade Show is sure to be a  
sold-out event, so reserve your spot today!*

