Florida Health Care Association

307 W. Park Ave, Tallahassee, FL 32301
Phone: (850) 224-3907
E-mail: jearly@fhca.org
Web: www.fhcaconference.org

EXHIBITOR PROSPECTUS

FHCA 2027 ANNUAL CONFERENCE & TRADE SHOW

JULY 25-29, 2027 | ORLANDO WORLD CENTER MARRIOTT, FL

For more information, visit **www.fhcaconference.org**.

FIRSTLY

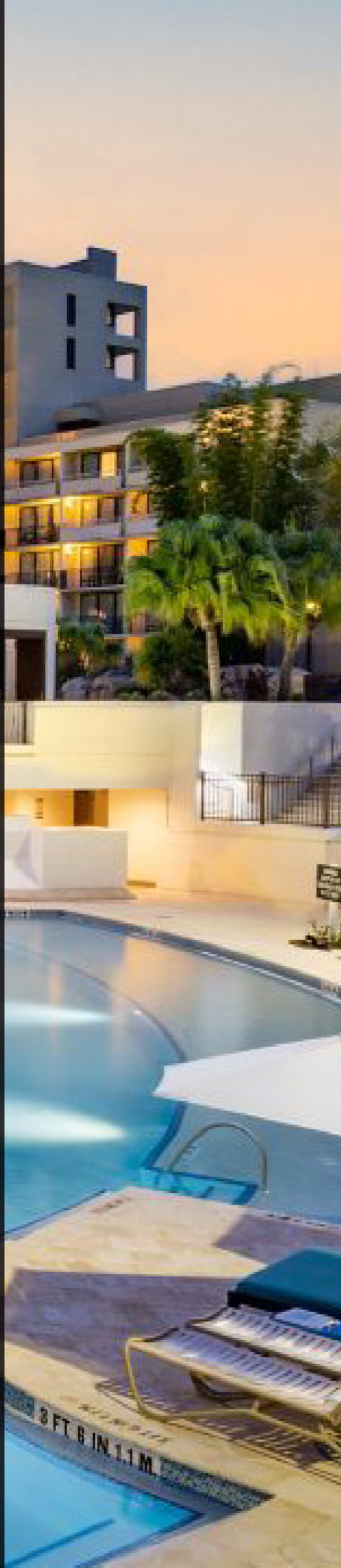
THANK YOU

FOR YOUR INTEREST!

We appreciate your commitment, and in turn are committed to helping you make the most of your support. Whether it's exhibiting in our Trade Show or securing one of our sponsorship opportunities, you can count on us to help you network with current and future customers, as well as showcase your company in a professional environment.

Let FHCA be your entryway to reaching this market and achieving your sales goals.

Jenny Early
Marketing and Partner Development Manager



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OUR EVENT

FHCA ANNUAL CONFERENCE & TRADE SHOW

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 2027 Annual Conference & Trade Show set for July 25-29 (Trade Show on July 26-27), at the Orlando World Center Marriott in Orlando, FL. Join approximately 1,000 conference attendees at the largest statewide event for nursing center and assisted living professionals. This premier event is the ideal venue for maximum exposure of your company.

WHO WE ARE

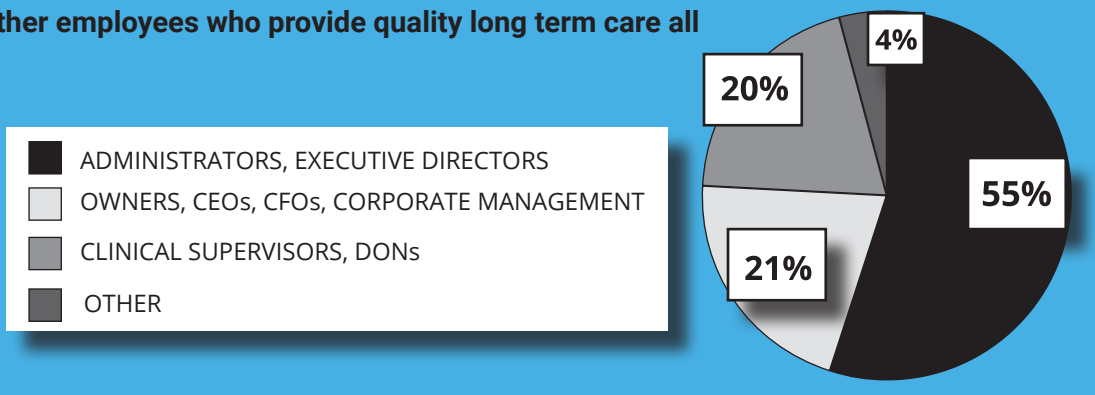
FLORIDA HEALTH CARE ASSOCIATION

Florida Health Care Association

FHCA is a federation representing over 88% of the state's 700 nursing centers. Our membership includes more than 1,000 individuals and nearly 600 long term care centers that provide skilled nursing, post-acute and sub-acute care, short-term rehabilitation, assisted living and other services to the frail elderly and individuals with disabilities in Florida. FHCA also has more than 400 associate members/companies that provide valuable products and services to long term care providers.

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.



WE BUILD

EXPERIENCES

When it comes to conferences, the game has shifted from generating impressions to making connections. The feel, the vibe and the overall experience is as critical as the education being provided at the conference. We can customize your sponsorship to fold into the overall attendee experience, making a longer, more meaningful connection with your target audience.

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

WHAT IS INCLUDED

BOOTH FEE INCLUDES:

- total space of one 10' (deep) x 10' (wide) booth
- 8' back wall drapes and 3' side drapes/rails
- (1) 6' skirted table
- (2) chairs
- (1) wastebasket
- (1) identification sign
- (8) company representative badges
  **refer to the name badge policy on pg. 8*
- list of attendees, pre- and post-conference
  **refer to the list policy on pg. 8*
- lead retrieval through the Conference Mobile App
- (2) complimentary drink tickets for the Trade Show Cocktail Party on Monday located on the Trade Show Floor
- (2) complimentary entrance/drink tickets for the Opening Social on Sunday
- inclusion in the interactive floor plan and directory located on the Conference Mobile App
- recognition in conference printed materials, provided contract is submitted prior to publication deadlines
- listing on conference website

WHEN IT HAPPENS

EXHIBITOR SCHEDULE *(subject to change)*:

SUNDAY, JULY 25, 2027

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

MONDAY, JULY 26, 2027

9 a.m. to 3:30 p.m.	Exhibitor Registration Open
	Exhibitor Move-In/Set-Up
3:30 to 4:00 p.m.	Trade Show Inspection
4:00 to 4:30 p.m.	Exhibitor Update
5:00 to 7:00 p.m.	Trade Show & Cocktail Party on Trade Show

TUESDAY, JULY 27, 2027

8:30 a.m. to 3:00 p.m.	Exhibitor Registration Open
10:30 a.m. to 1:30 p.m.	Trade Show
11:00 a.m. to 1:00 p.m.	Cash Concessions Lunch near Trade Show area
1:30 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 1:30 p.m. on Tuesday, July 26.

WHY EXHIBIT

5 Hours of Dedicated Expo Hours

We offer 5 hours of unopposed trade show time plus unique strategies to get attendees into the hall.

Show Off

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

Complimentary Education Sessions

This gives you the opportunity to learn about the issues your customers are facing plus provides more valuable networking time.

Best Value in Florida

(maybe even the Nation)

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

Build Brand Awareness

Put your product or service front and center at the state's premier event.

Breakdown Barriers

Break into new markets and territories with qualified leads.

One-on-One Contact

Meet with qualified buyers in your market, building trust, long term relationships and sales.

Stay in the Know

Gain insight on the direction the profession is heading and what your competition is offering.

BOOTH FEE

FHCA MEMBER RATE

Discount Fee *(on or before March 1, 2027)* **$1,600**
Regular Fee *(after March 1, 2027)* **$2,100**

Nonmember Rate

Nonmembers **$3,600**

See pg. 13 for payment and cancellation policies.

SAVINGS

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

Become an Associate Member and save $1,200.
($700 after March 1)

FHCA ASSOCIATE MEMBERSHIP

BECOME A MEMBER

Associate Membership
$800

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 Digital Membership Directory*, 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 2027 dues when you reserve your booth and save $1,200 off the cost of the nonmember booth. Sign Up for your dues prior to January 31, 2027 and save and extra $25 off your dues!

Associate Member Support Committee
$200

Members of the AMSC consult with FHCA committees on the Annual Conference Trade Show, Annual Conference Golf Tournament, trainings and seminars throughout the year, legislative meetings, and Nurse Leadership Program. AMSC members receive advanced opportunity on booth space selection during the Pre-Sell for the following year's Annual Conference Trade Show, special recognition and booth signage at the Annual Conference Trade Show, and inclusion in the traffic builder games held during the Trade Show. Refer to the Exhibit Contract to join the AMSC.

***Must be a full Associate Member to join the AMSC**

AMSC GOOD GUYS

Members of the FHCA AMSC who have purchased booth space in the 2027 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 INCLUDED IN THE AMSC TRAFFIC BUILDER GAME, YOUR BOOTH PAYMENT, ASSOCIATE MEMBER DUES, AND AMSC DUES MUST BE RECEIVED BY JUNE 4, 2027.

MAKING YOU

STAND OUT

IT'S WHAT WE ARE HERE FOR

Choose from one of the five sponsorship levels listed. Each level contains different opportunities ranging from branding to special event recognition. Don't see a sponsorship listed that piques your interest? Sponsorships can be tailored to fit your need. Visit the Conference website to view the available sponsorship opportunities.

PLATINUM LEVEL
$15,000

- Prime booth location in the Trade Show- PS, SS or OS (booth price included in sponsorship)
- Special signage in individual booths and at the sponsored event
- Inclusion in PowerPoint presentations at the membership meetings
- Half page ad in the onsite Conference Brochure and Onsite Program, provided artwork is submitted by printing deadlines
- Logo recognition on FHCA Conference Website and on the FHCA Conference Mobile App.

GOLD LEVEL
$10,000

- Prime booth location in the Trade Show- SS or OS (booth price is NOT included in the cost of the sponsorship and is an additional cost)
- Special signage in individual booths and at the sponsored event
- Inclusion in PowerPoint presentations at the membership meetings
- Quarter page ad in the onsite Conference Brochure and Onsite Program, provided artwork is submitted by printing deadlines
- Logo recognition on FHCA Conference Website and on the FHCA Conference Mobile App.

SILVER LEVEL
$7,000

- Prime booth location in the Trade Show- SS or OS (booth price is NOT included in the cost of the sponsorship and is an additional cost)
- Special signage in individual booths and at the sponsored event
- Inclusion in PowerPoint presentations at the membership meetings
- Logo recognition in the onsite Conference Brochure and Onsite Program, provided logo is submitted by printing deadlines
- Logo recognition on FHCA Conference Website and on the FHCA Conference Mobile App.

BRONZE LEVEL
$5,000

- Prime booth location in the Trade Show- SS or OS (booth price is NOT included in the cost of the sponsorship and is an additional cost)
- Special signage in individual booths and at the sponsored event
- Inclusion in PowerPoint presentations at the membership meetings
- Logo recognition in the onsite Conference Brochure and Onsite Program, provided logo is submitted by printing deadlines
- Logo recognition on FHCA Conference Website and on the FHCA Conference Mobile App.

OS LEVEL
$2,500

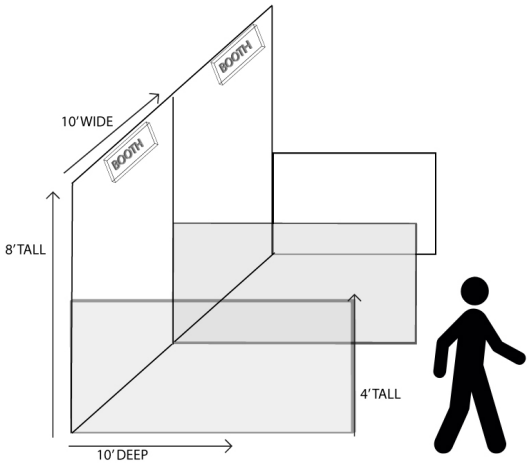
- Prime booth location in the Trade Show- OS (booth price is NOT included in the cost of the sponsorship and is an additional cost)
- Special signage in individual booths and at the sponsored event
- Inclusion in PowerPoint presentations at the membership meetings
- Name recognition in the onsite Conference Brochure and Onsite Program, provided sponsorship is secured by printing deadlines
- Name recognition on FHCA Conference Website and on the FHCA Conference Mobile App.

Sponsorship level is based on the total dollar amount of the items selected, qualifying you for that level's benefits including the ability to select a premium booth location at this year's Trade Show!

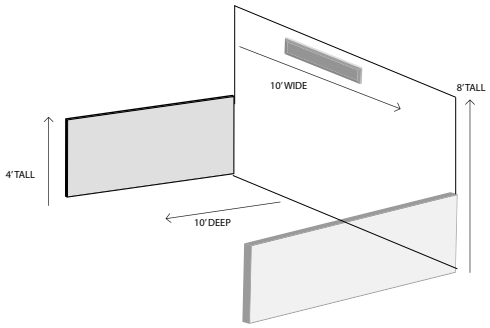
EXHIBITOR BOOTH

BOOTH DESIGN RULES & REGULATIONS

STANDARD BOOTH

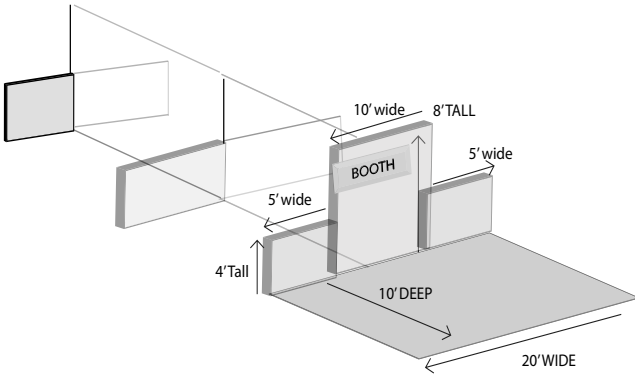


Display Rules & Regulations (including booth illustrations) have been established and adopted in the Trade Show Industry, with the intent to give each exhibitor the opportunity to make more effective use of their exhibit space without infringing on the rights of their neighbors.



STANDARD LINEAR "IN-LINE" BOOTH HEIGHT & DEPTH

A standard, linear "in-line" booth consists of one (1) or more 10'x10' booths in a straight line, facing the regular flow of aisle traffic with only one (1) side exposed to an aisle. The overall height of display material, regular & specially built backwalls, and signs, may not exceed 8' and must be free standing. Any backdrop that exceeds this height must receive authorization from Show Management. All displays must remain in the square footage of your booth. No portion of the display may extend into the aisle as this is a safety violation.



ENDCAP BOOTH

An endcap booth is two booths, at the end of two rows, bought together, and has an aisle on three sides, and the fourth side bordering on two other exhibitor's linear booths. These booths are "faced" toward the cross aisle. Your backwall is the portion of your display bordering other exhibits; this is actually the side of your neighbor's exhibit space. The center 8' of your backwall may not exceed 8' in height.

BOOTH ASSIGNMENT

Space will be assigned on a first-come, first-paid basis. In years past, Booth Pre-Sell is conducted at the previous year's Annual Conference for that year's current exhibitors and sponsors.

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.

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.

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 Orlando World Center Marriott without written consent. In addition, the use of propane or bottled gas or any hazardous material within the building is prohibited. Helium balloons are **strictly** prohibited at the Orlando World Center Marriott. Should an exhibitor bring a helium balloon onto the Trade Show floor and the balloon gets loose, the Exhibit is subject to the hotel penalties and fees.

EXHIBITOR POLICIES & REGULATIONS

AMENDMENT TO RULES AND REGULATIONS

Florida Health Care Association (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.

CONTRACT OF 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 2027 Annual Conference & Trade Show. Exhibitor also agrees to comply with any rules and regulations of the Orlando World Center Marriott.

UNOCCUPIED SPACE

Should any rented space remain unoccupied after the 3:30 p.m. inspection deadline prior to Show's opening on Monday, July 26, Show Management reserves the right to sell or occupy said space.

EXHIBIT ACCESS

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

SALES, SOLICITATIONS, AND CONDUCT RESTRICTIONS

- Booth Space Bounds: All business activities, pitches, marketing, and product demonstrations must take place strictly within the assigned booth and/or sponsorship boundaries.
- Foyer and Common Areas: Exhibitors and sponsors are banned from marketing, leafleting, or soliciting attendees in foyers, hallways, registration areas, and outside the venue unless a sponsorship agreement has been arranged with show management.
- Prohibition of Aggressive Selling: Exhibitors and sponsors must not use aggressive selling tactics, including blocking walkways, pursuing walking attendees, or shouting from booths.
- Interference with Others: Personnel cannot stand in aisles, intrude or block the entrances to the exhibit hall and/or education sessions, crowd next to neighboring booths, or intercept attendees walking to other displays.
- Right to Remove: Show Management reserves the right to evict any exhibitor or sponsor or revoke badges for aggressive behavior without refunding booth and/or sponsorship fees. A verbal warning will be made to the offender once a complaint is made or the violation is witnessed by show management staff. If the violations continue or additional complaints are made, the exhibitor or sponsor will be asked to leave immediately.

PAYMENT, REFUND & CANCELLATION POLICIES

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 (email is acceptable) is sent to the Show Management main contact (Jenny Early at jearly@fhca.org) to that effect by 5 p.m. April 23, 2027, 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 April 23; exhibitors who purchase booths after April 23 are not entitled to any refund. **Please note, membership dues are nonrefundable.*

All sponsorship fees can be refunded until March 31, 2027, without penalty unless any expenses have been incurred up to the effective date of the postponement or cancellation. The expenses will then be withheld from the refund including, without limitation, any marketing collateral that has been purchased as part of the sponsorship agreement. After March 31, 2027, all sponsorships are nonrefundable.

In the event that a situation should arise where Show Management does postpone or cancel the Conference for any reason, the following cancellation policy will take effect:

• If the Conference is moved from the original date to a new date within the same calendar year and the exhibitor cannot attend the new dates; a full refund (not including dues) will be granted or the exhibitor will have the opportunity to apply their funds to the following year's show dates.

• If the Conference is cancelled completely and will not take place within the same calendar year, a full refund (not including dues) will be granted or the exhibitor will have the opportunity to apply their funds to the following year's show dates.

DIRECT 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. Payment information for future orders is not permitted to be collected as well within the exhibit area or contracted conference space. Any exhibitor found violating this policy will be escorted off the Trade Show floor immediately.

THIRD-PARTY EVENTS

By agreeing to exhibit and/or sponsor at the FHCA Annual Conference & Trade Show, the company agrees to not schedule a third-party event either held on the host property or offsite that is in direct competition with any FHCA scheduled event programming without prior authorization and scheduling by FHCA, at its discretion.

FOOD SERVICE

In an effort to provide the safest environment, 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. All alcohol must be provided by the hotel in ordinance of the Orange County liquor laws and hotel policy. Bartenders and cashiers will be scheduled accordingly, and charges will be applied based on the need. Please contact show management to be put in contact with a hotel sales representative to arrange for alcohol service from your booth.

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. Each booth will receive up to 8 name badges. An online order form will be available at a later date.

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.

QUICK FACTS

8
NAME BADGES PER BOOTH

REGISTER NAME BADGES ONLINE (LINK OPENS 6 WEEKS PRIOR)

ONLY CURRENT EMPLOYEES OF EXHIBITING COMPANY

BADGES WILL BE PICKED UP ON SITE AT EXHIBITOR REGISTRATION

T.E.N.S. UNITS

All Exhibitors must follow the guidelines established by the Agency for Health Care Administration (AHCA) as stated below:
Anyone selling T.E.N.S. units to consumers are required to have a Home Medical Equipment License (HME) by AHCA.

Florida Statute 400.93 Licensure required; exemptions; unlawful acts; penalties.—
(1) Any person or entity that holds itself out to the public as providing home medical equipment and services or accepts physician orders for home medical equipment and services is subject to licensure under this part.
(2) Any person or entity that holds itself out to the public as providing home medical equipment that typically requires home medical services is subject to licensure under this part.

SECURITY

Show Management will provide basic security services from 6 p.m. on Sunday, July 25 to 2:00 p.m. on Tuesday, July 27. The exhibitor agrees to hold Show Management and the Orlando World Center Marriott harmless and to indemnify Show Management and the Orlando World Center Marriott 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 Orlando World Center Marriott 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 Orlando World Center Marriott prior to, during, or subsequent to the Trade Show). The exhibitor hereby releases Show Management and the Orlando World Center Marriott 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 Orlando World Center Marriott premises or equipment therein, and shall not cause or permit anything to be done whereby the Orlando World Center Marriott 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 Orlando World Center Marriott, and will not make nor allow to be made, any alterations of any kind therein. Should any of the Orlando World Center Marriott 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.

ATTORNEY'S FEES & 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.

FIRE SAFETY & 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.

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 Orlando World Center Marriott. The exhibitor understands that any violations of these policies may result in the immediate closing and removal of the exhibitor's booth.

ADDITIONAL INFORMATION

PRE- AND POST- CONFERENCE ATTENDEE LISTS

Each confirmed exhibitor will be emailed 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 in an exportable format per Florida Health Care Association's policy. A locked .pdf will be provided as well, which will contain email addresses. Show management is prohibited from sending an unlocked version to the exhibitors.

LEAD RETRIEVAL

Lead Retrieval will be available for purchase through MTS Tracking. MTS Tracking will provide a scanner to the exhibitor onsite and the scan reports will be emailed to the main contact. Visit the Conference Website for more information and registration links.

MOBILE APP

Annual Conference attendees can use the FHCA Conference App to build a custom agenda of CE Sessions and social/networking events. All Annual Conference CE/Mega Session handouts can be viewed via their corresponding session within the App. A list of Exhibitors, Sponsors and Speakers, an interactive Trade Show floor plan and an Annual Conference News Feed are also available to help the attendee make the most of their Conference experience. Stay tuned for more information about the App.

PRIZES & PRIZE ANNOUNCEMENTS

Exhibitors are permitted to give a raffle prize from their booth. The exhibitors are responsible for communicating with the winners directly either through the App or via the contact information provided by the attendee. Attendees must claim their prizes from exhibitors. Exhibitors are ultimately responsible for delivering unclaimed prizes. Under no circumstances is FHCA able to hold or delivery the gift.

CONTINUING EDUCATION & SPECIAL EVENTS

Exhibitors are welcome to attend the seminars at Conference. Your badge grants you complimentary access. Exhibitors needing continuing education credit for a license can register via the Exhibitor CEU Form and pay a reduced fee per person. This form may also be used to purchase additional tickets for special events not included with your booth fees, such as the Fun Night and the Circle of Excellence Awards Luncheon. This form will be available on the FHCA Conference Website at 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. All reservations should be made directly through the hotel. Visit www.fhcaconference.org/hotel for updated information.*

ADVERTISING

Promote your company with an advertisement in the FHCA 2027 Annual Conference Brochure or Program! Ad space is available for exhibitors in our Conference Brochure and Program. The Brochure is mailed to all FHCA members, nursing centers in Florida, corporate offices and the majority of Assisted Living Facilities in Florida. The Program is given to each attendee onsite at the Annual Conference. 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. *Please note, you must be an exhibitor or sponsor in order to place an ad in our Conference Brochure or Program.*

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.

ADVERTISING OPPORTUNITIES

REACH ATTENDEES BEFORE THE CONFERENCE STARTS

ANNUAL CONFERENCE WEBSITE ADVERTISING

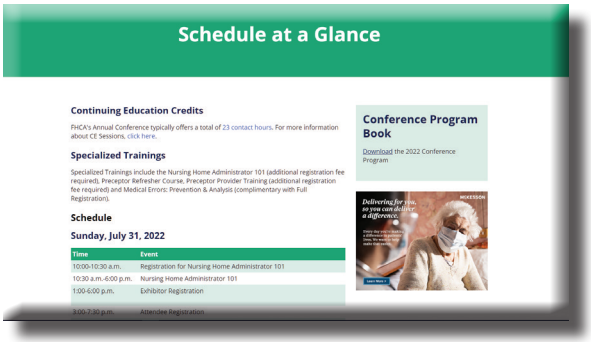
- Reach the Conference Attendees BEFORE the Trade Show to help drive traffic to your booth
- Reinforce your marketing message so that you stand out from your competition
- Allows dynamic, time-sensitive promotion
- Each ad directs visitors to a landing page to learn more about your business

Side Bar Advertising

- $400 per month or $125 per week
- Side Bar Ads appear in the left column of the pages of your choice, ensuring your message impacts those in the market for your specific product an services.
- Weekly and Monthly Advertisements Available
- Each Side Bar Ad allows two page placements of choice
- Advertising opportunities begin in June and runs through September

Specifications

- 672 px by 540 px (width x height)
- jpeg format
- no flashing logos
- Submission deadline is one week prior to desired publication date



www.fhcaconference.org

ANNUAL CONFERENCE BROCHURE & ONSITE PROGRAM BOOK

- Reach the Conference Attendees at the start of Conference BEFORE the Trade Show to help drive traffic to your booth
- Conference Brochure is mailed to all prospective attendees
- Conference Onsite Program Booth is distributed to every Conference Attendee
- Reinforce your marketing message so that you stand out from your competition
- Contains Conference agenda, session descriptions, room locations and speaker spotlights

Printed Advertising

- Full color printed ads appear towards the back of the book near the Schedule at a Glance
- $1,000 Full Page
- $750 Half Page
- $500 Quarter Page

*Price is per publication

**Images from 2022 Annual Conference & Trade Show.
Design will change based on theme. **

LASTLY

THANK YOU

FOR THE OPPORTUNITY!

We are driven by creating custom experiences that deliver results for your business and for your target audience. If there is an opportunity not listed, please contact us. We are always eager to explore new ideas and help make your dream a reality.

Contact Jenny Early at jearly@fhca.org or (850) 224-3907 to begin the discussion to secure your spot at the FHCA 2027 Annual Conference & Trade Show.

Jenny Early
Marketing & Partner Development Manager