

FHCA ANNUAL CONFERENCE & TRADE SHOW

WEBSITE ADVERTISING

www.fhcaconference.org

Put your company just a click away from 1,000 long term care professionals!

WHY ADVERTISE?

- 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

Registration and Fees

Registration Opens June 15

Risk Free Registration Policy: Due to the COVID-19 public health emergency, registered attendees who can no longer attend Conference due to a change in situation will receive a full refund. Additionally, attendees will receive a full refund should the 2020 Annual Conference not take place as originally planned. **Cancellations and refund requests for registration must be submitted in writing as soon as a decision to cancel has been made to swood@fhca.org.**

Register (Deadline: Aug. 18, 2020)

Please note this year's Conference is a Monday - Friday Pattern. Click here to review the Registration Policies carefully before registering. By registering, you are agreeing to have read the Registration Policies, which are incorporated herein by reference, and agree to accept and abide by all of the Registration Policies outlined.

- FHCA Online Portal Registration Coming Soon
- 2020 Conference Brochure Coming Soon

Registration Fees

FHCA is extending early bird pricing throughout the registration period and removing cancellation penalties so attendees can register - and attend - risk-free.

- Fees outlined below reflect member/nonmember pricing by the registration deadline of August 18, 2020.
- Registrations made after August 18 will need to be made onsite and will be assessed up to an additional \$50 onsite fee.

FULL REGISTRATION

Includes the Opening Social, Monday & Tuesday Trade Show Events, Circle of Excellence Award Luncheon, Quality Award Celebration, Fun Night and Preceptor Provider Training

1st Full Registrant		
	By August 18	After August 18
FHCA Member	\$500	\$550
Nonmember	\$690	\$740
Additional Full Registrant (from same facility campus)		
	By August 18	After August 18
FHCA Member	\$450	\$500
Nonmember	\$640	\$690

SINGLE DAY REGISTRATION

	By August 18	After August 18
MONDAY		
FHCA Member	\$170	\$190
Nonmember	\$220	\$240
TUESDAY		
FHCA Member	\$155	\$175
Nonmember	\$205	\$225
WEDNESDAY		
FHCA Member	\$170	\$190
Nonmember	\$220	\$240

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Lead-List Solicitors

FHCA is aware that third party vendors are contacting exhibitors and attendees about lead lists which purport to consist of attendee contact information. Please note that FHCA does not sell attendee lists to outside parties. These companies are NOT affiliated with or endorsed by FHCA or the Annual Conference & Trade Show, Inc.

SIDE BAR ADS

- Side Bar Ads appear in the right column of the pages of your choice, ensuring your message impacts those in the market for your specific product and services.
- Size: 672 pixels by 540 pixels
- Weekly and Monthly Advertisements Available
- Each Side Bar Ad allows two page placements of choice
- Ads rotate with other advertisements

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AD INSERTION ORDER REQUEST

1. Complete and sign the contract below.
2. Fill out your credit card information and fax to (850) 681-2075, or enclose a check for the amount payable to FHCA, and mail the check along with this signed contract to the attention of Jenny Early:

P.O. Box 1459 • Tallahassee, FL 32302
 Questions? Call Jenny Early at (850) 224-3907.

ADVERTISING RATES AND RUN DATES

Specifications: <input type="checkbox"/> New Artwork <input type="checkbox"/> Repeat If repeat, please list below which month to repeat _____ Logo Specs: <ul style="list-style-type: none"> GIF or JPEG file Size: 672 pixels x 540 pixels No flashing logos 	Run Dates: <input type="checkbox"/> June 2020 <input type="checkbox"/> August 2020 <input type="checkbox"/> July 2020 <input type="checkbox"/> September 2020 Page Options: <input type="checkbox"/> Highlights <input type="checkbox"/> About Us <input type="checkbox"/> Networking <input type="checkbox"/> Attendee FAQ <input type="checkbox"/> Attendees <input type="checkbox"/> Registration Policies <input type="checkbox"/> Registration <input type="checkbox"/> Hotel <input type="checkbox"/> Schedule * Select two pages per ad	Ad Type: <input type="checkbox"/> \$125 Per week Please indicate the # of weeks below: _____ <input type="checkbox"/> Monthly- \$400 per month Please indicate the # of months below: _____
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Web Address _____
 Special Instructions _____

CONTACT INFORMATION (please print clearly)
 Contact Name _____ Email _____
 Company _____
 Mailing Address _____
 City _____ State _____ Zip _____ Phone _____

PAYMENT INFORMATION (please note that ads must be prepaid)
 Check Enclosed (make payable to FHCA)
 Charge My: American Express Master Card VISA Discover
 Card Number _____ Expiration Date _____
 Cardholder's Name _____
 Email for Receipt _____
 Signature _____ Authorized Amount \$ _____

Advertising Policies
 FHCA reserves the right to decline any advertisement that is contrary to the mission, goals and guiding principles of the Association. The appearance of an advertisement does not constitute an FHCA endorsement.
Dual responsibility for payment: In the event of nonpayment, the publisher reserves the right to hold the advertiser/and or its advertising agency jointly and severally liable for payment due.
Publisher's Copy Protective Clause: Advertisers and their agencies assume liability for the content of printed advertising. The publisher is not liable for errors in key numbers or for any inquiries or mail received by advertisers resulting from the ad.
Cancellations: Ads may not be cancelled after the space reservation closing date. In the event that an ad is pulled after this date, the advertiser will be responsible for 100% of the contracted amount in the insertion order.