

# 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**  
Annual Conference registration will open in April 2022. For questions, please email [svwood@fhca.org](mailto:svwood@fhca.org).

**Registration Deadlines**

- Early Registration Rate Deadline: **Coming Soon**
- Advanced Registration Deadline: **Coming Soon**

After the Advance Registration Deadline, registrations must be made onsite and will assessed an additional \$50 fee.

**Annual Conference Registration Fees**

**Full Registration**

**1st Full Registrant**

	Early Bird Registration	Advance Registration
FHCA Member	\$500	\$550
Nonmember	\$690	\$740

**Additional Full Registrant (From Same Facility Campus)**

	Early Bird Registration	Advance Registration
FHCA Member	\$450	\$500
Nonmember	\$640	\$690

**Assisted Living 2-Day Registration\***

**Monday and Tuesday**

	Early Bird Registration	Advance Registration
FHCA Member	\$225	\$250
Nonmember	\$275	\$300

**Registration Policies**

**Registration Deadline:** Registrations made after the Advance Registration Deadline will be assessed an additional \$50 fee. Registration confirmations will be emailed to each attendee. Please note this may take up to 7 days.

Be sure to review the **Registration Policies** before signing up. By registering, you are agreeing to have read these Registration Policies, which are incorporated herein by reference, and agree to accept and abide by all of the Registration Policies outlined.

**Conference Brochure**

Download the 2021 Conference Brochure for a complete overview of the event.

**PharMerica**

**Delivering Value Beyond Medication**

World class pharmacy services. That's what PharMerica delivers to our partners in a broad array of healthcare settings, including long-term care, senior living, hospice, behavioral health, home medical services, and hospital management.

Find out why we're the only one you should consider for all things. [PharMerica.com](http://PharMerica.com)

### 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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# WEBSITE ADVERTISING

## 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

<b>Specifications:</b> <input type="checkbox"/> New Artwork <input type="checkbox"/> Repeat If repeat, please list below which month to repeat _____ <b>Ad Specs:</b> <ul style="list-style-type: none"> <li>PNG, GIF or JPEG file</li> <li>Size: 672 pixels x 540 pixels</li> </ul>	<b>Run Dates:</b> <input type="checkbox"/> March 2022 <input type="checkbox"/> June 2022 <input type="checkbox"/> April 2022 <input type="checkbox"/> July 2022 <input type="checkbox"/> May 2022 <input type="checkbox"/> August 2022  <b>Page Options:</b> <input type="checkbox"/> Education <input type="checkbox"/> About Us <input type="checkbox"/> Events <input type="checkbox"/> News and Updates <input type="checkbox"/> Attendees <input type="checkbox"/> Registration Policies <input type="checkbox"/> Registration and Fees <input type="checkbox"/> Hotel <input type="checkbox"/> Schedule at a Glance <input type="checkbox"/> Continuing Education * Select two pages per ad	<b>Ad Type:</b> <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 \_\_\_\_\_ CVV \_\_\_\_\_

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 ad is posted. In the event that an ad is pulled after this initial date, the advertiser will be responsible for 100% of the contracted amount in the insertion order.