FHCA 2017 Annual Conference Trade Show
Tuesday, August 1 – Wednesday, August 2
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 2017 Annual Conference Trade Show on August 1-2, 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 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, May 5, 2017)
- FHCA Members: $925
- Nonmembers: $1,725

Regular Fee (after Friday, May 5, 2017)
- 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 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
  *Refer to the name badge policy on pg. 8
- 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

EXHIBITORS’ SCHEDULE (subject to change)

Monday, July 31, 2017
3 to 6 p.m. Exhibitor Registration Open
Exhibitor Move-In/Set-Up

Tuesday, August 1, 2017
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 & Welcome Cocktail Party in Trade Show

Wednesday, August 2, 2017
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 Wednesday, August 2.
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. GES Discount Deadline is Monday, July 10, 2017.

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 27, 2017 – Wednesday, July 26, 2017. 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: If shipping directly to the hotel, be sure to have shipments arrive during move in dates/times C/O GES otherwise, the hotel will charge $.70 per pound and the exhibitor will need to go and retrieve the package. If the exhibitor ships to the hotel and the package is too large for the exhibitor to retrieve by themselves and GES has to go 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. 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 1, 2017 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 2017 Annual Conference & Trade Show. This is your chance to distinguish your company from the rest and support FHCA in a special way! See page 10 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 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 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. *FHCA does not endorse nor contract any third party booking agencies.

BECOME A MEMBER

<table>
<thead>
<tr>
<th>Associate Membership $625</th>
<th>Associate Member Support Committee $150</th>
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<tr>
<td>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 &amp; 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. Renew or sign up for your 2017 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, 2017 and save and extra $25 off your dues!</td>
<td>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 &amp; Buyers’ Guide, as well as the Online Buyers’ Guide, and on signage at events. Refer to the Exhibit Contract to join the AMSC.</td>
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*must be a full Associate Member to join the AMSC

AMSC “GOOD GUYS” GAME & WINE TOSS
Members of the FHCA AMSC who have purchased booth space in the 2017 Trade Show will be listed on the popular traffic builder game card. To be eligible for cash prizes, conference attendees must visit AMSC booths listed on the game card as well as the sponsored task squares. 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, May 26, 2017. 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 2017 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 3:00 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.

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 are prohibited at the Rosen Shingle Creek.
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, 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 9, 2017, 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 9; exhibitors who purchase booths after June 9 are not entitled to any refund.

SECURITY & LIABILITY
Show Management will provide basic security services from 6 p.m. on Monday, July 31 to 6:30 p.m. on Wednesday, August 2. 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.

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 2017 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, pickup 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 3, 2017 for the Brochure and Friday, May 26, 2017 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 - Thursday, August 3 – 12:00 to 2 p.m. (1)
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.

Tote Bags (1)
Attendees carry these bags imprinted with the sponsor’s logo during and after Conference. SOLD

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 3, 2017 for the Brochure and Friday, May 26, 2017 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)
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 1 – 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 3, 2017 for the Brochure and Friday, May 26, 2017 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) SOLD**

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 (1 Station Total - 2 total sponsors)**

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 2 co-sponsors
- Flat screen TV in center of lounge for maximum branding opportunities and important Conference announcements

*Lounge design may vary from picture*
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 Wednesday, August 2 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 May 26 or break will be canceled.

Trade Show Specialty Cocktail
Offer the attendees a specialty cocktail as they enter the Trade Show on Tuesday, August 1. Includes specialized cups and logo napkins.

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 3, 2017 for the Brochure and Friday, May 26, 2017 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)
Includes a full-page ad in the conference brochure, provided camera-ready (vector) artwork is submitted by Friday, February 3, 2017. 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, May 26, 2017. Attendees refer to the program all week during Conference.

Fun Night Activities – Thursday, August 3 – 7:30 to 11 p.m. (2)
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.

Mega Session Speaker Sponsor (2) SOLD
Sponsor the featured speaker at one of the largely attended Mega 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 400 + 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!

Welcome Cocktail Party – Tuesday, August 1 – 4 to 7:00 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 Wednesday evening.
**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, May 26, 2017.

**Fun Night Activities and Food Stations – Thursday, August 3 – 7:30 to 11 p.m. (6)**
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.*

**In-Room TV Broadcasting – (4)**
In-room televisions remain the most powerful communication tool within the hotel room. The in-room channel broadcasts can be customized to display static ads, rotating ads, and even short custom videos. Sponsorship includes one 24-hour period.

**Trade Show Aisle Signs (4)**
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, May 26, 2017.

**CE Session Options (8)**
Includes two CE Sessions at which you receive recognition as the sponsor and the opportunity to distribute your materials. Selection from available CE Sessions will be made on a first-paid basis. * Speaking enhancement option available for an additional $500. Allows sponsor the opportunity to address the captive audience for 1-3 minutes about their services and introduce the speaker.

**Refreshment Breaks (4)**
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 2016. Check with Jenny Early at (800) 771-3422 or jearly@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.

Contact Jenny Early at (800) 771-3422 or jearly@fhca.org so you can view exactly what hotel areas are available for branding.

Tote Bag Drop Advertisement (2) - $1,000
Put your flyer in every attendee’s hands by including your advertisement in every attendee bag.

Pre- Function Internet Sponsor - $1,500 - $3,500 (4 available)
Sponsor internet access in the pre-function areas surrounding the educational rooms. Gain maximum exposure by having the landing home page be your website! Custom signage with logo will instruct attendees how to log on during the specified times. Username and password are also customizable. Stay tuned 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 2017 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 2017 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 3, 2017 for the Brochure and Friday, May 26, 2017 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 jearly@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: Publications:
□ Full Page with bleeds (8.75” x 11.25”) – $1,000 □ Conference Brochure
□ Half Page Horizontal (7.5” x 4.875”) – $750 □ Conference Program
□ Quarter Page (3.625” x 4.875”) – $500

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 jearly@fhca.org.
FHCA 2017 Annual Conference Trade Show
Tuesday, August 1 – Wednesday, August 2
Rosen Shingle Creek, Orlando, Florida

Booths and Sponsorships go fast! 2016 Trade Show sold out by the beginning of June. The 2017 Trade Show is sure to be a sold-out event, so reserve your spot today!