FHCA 2014 Annual Conference Trade Show
Tuesday, July 8 – Wednesday, July 9
Orlando World Center Marriott, 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 2014 Annual Conference Trade Show on July 8-9, at the Orlando World Center Marriott. 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 facilities. 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 homes 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 home 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.

- 55% Administrators, Executive Directors
- 21% Owners, CEOs, CFOs, Corporate Management
- 4% DONs, Clinical Supervisors
- 29% Other

**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**
- We offer 7 hours of unopposed trade show time plus unique strategies to get attendees into the hall
- Receive access to educational sessions and discounted rates on continuing education
- Make one-on-one contact with qualified buyers in your market, building trust, long-term relationships, and sales
- Build brand awareness by putting your product or service front and center at the state’s premier event
- Demonstrate how your product or service cuts costs, improves effectiveness, and commands attention from buyers
- Break into new markets and territories with qualified leads
- Stay up-to-date on changes in the industry and changes made by your competition
- Position your product or service for maximum impact
- Network with hundreds of long term care professionals who are ready to buy and recommend new purchases for their businesses and organizations
BOOTH FEES
Discount Fee (on or before Friday, May 22, 2014)
FHCA Members $925  
Nonmembers $1,725

Regular Fee (after Friday, May 22, 2014)
FHCA Members $1,225  
Nonmembers $2,025

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

Become a member and the discounts you earn on fees will cover the cost of your membership! See page 5 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
- listing on conference website year-round
- recognition in FHCA Membership Directory & Buyers’ Guide

EXHIBITORS’ SCHEDULE (tentative)

Monday, July 7, 2014
3 to 6 p.m. Exhibitor Registration Open
Exhibitor Move-In/Set-Up

Tuesday, July 8, 2014
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 p.m. Trade Show
5 to 7 p.m. Welcome Cocktail Party in Trade Show

Wednesday, July 9, 2014
9:00 a.m. to 3 p.m. Exhibitor Registration Open
10:30 a.m. to 2:30 p.m. Trade Show
11:30 a.m. to 1 p.m. Cash Concessions Lunch in Trade Show area
2:30 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 2:30 p.m. on Wednesday, July 9.
TOOLS 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 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.

FREIGHT
Exhibitors should be aware that GES is not open on the weekends. Common carriers do not deliver on weekends nor does the Orlando World Center Marriott accept freight for the Trade Show. Advance shipments may be shipped to the decorator’s warehouse starting Friday, June 6th, 2014 – Wednesday, July 2nd, 2014. 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: All exhibit materials must be sent in advance to the GES warehouse. The Marriott World Center does not have the capabilities to receive nor have adequate storage space for Exhibitor materials. Any materials shipped to the Marriott World Center will be consigned to GES and you will be billed the appropriate material handling charges by GES. Exhibitors may also be billed an additional receiving charge by the Marriott World Center for any items sent directly to the Marriott World Center. For shipments inadvertently delivered directly to the facility, a 30% ($50.00 minimum) late arrival surcharge will apply to each shipment received not within the deadlines.

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. The site will also remain available year-round as a resource to Conference attendees and an added benefit to exhibitors. 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 6, 2014 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 2014 Annual Conference & Trade Show. This is your chance to distinguish your company from the rest and support FHCA in a special way! See page 9 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 three weeks in advance of the Trade Show and three weeks after.

NAME BADGES
Exhibiting companies must request badges for representatives who will staff their booth during show hours. 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.

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 is available on the website at www.fhcaconference.org.

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.

ASSOCIATE MEMBERSHIP
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 & 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. For those interested in FHCA Associate Membership, review the Exhibit Costs section of the Exhibit Contract to see how you can save money by joining as an Associate Member.

ASSOCIATE MEMBER SUPPORT COMMITTEE (AMSC)
FHCA Associate Members may also join the Associate Member Support Committee (AMSC) for an additional $150 per year. 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 & Buyers’ Guide, as well as the Online Buyers’ Guide, and on signage at events. Refer to the Exhibit Contract to join the AMSC.

AMSC “GOOD GUYS” GAME
Members of the FHCA AMSC who have purchased booth space in the 2014 Trade Show will be listed on the exclusive AMSC “Good Guys” game card. To be eligible for cash prizes, conference attendees must visit each AMSC booth listed on the game card. 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 30, 2014.
RULES AND REGULATIONS

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 2014 Annual Conference & Trade Show. Exhibitor also agrees to comply with any rules and regulations of the Orlando World Center Marriott.

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!

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 3:30 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 from their booth thirty (30) days prior to arrival. The hotel ultimately has the final say when samples are concerned.
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. May 30, 2014, 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 May 30; exhibitors who purchase booths after May 30 are not entitled to any refund.

SECURITY & LIABILITY
Show Management will provide basic security services from 6 p.m. on Monday, July 7, to 6:30 p.m. on Wednesday, July 9. 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.

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 must be secured and are not permitted to float away. Any fees or expenses for removal of helium balloons “in the ceiling” will be the responsibility of exhibitor.

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 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 2014 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
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. An exhibitor may “hand carry” material or use a personally-owned, two-wheel cart. A drive-up dock for vehicles will be available; access will be monitored by GES. All exhibitors are expected to comply with any union requirements in effect.

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, January 31, 2014 for the Brochure and Monday, May 5, 2014 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, July 10 – 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.

Fun Night Entertainment – Thursday, July 10 – 7 to 11 p.m. (1)
This premier sponsorship creates the mood with entertainment for this fun-filled night. This is the event everyone looks forward to and remembers! *Pending Fun Night Theme

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

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, January 31, 2014 for the Brochure and Monday, May 5, 2014 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 Voucher – Wednesday, July 9 – 11:30 a.m. to 2:30 p.m. (1)
Provide a $10 voucher 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)
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, January 31, 2014 for the Brochure and Monday, May 5, 2014 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, January 31, 2014. The brochure is mailed to all Florida facilities and corporate offices.

**Handouts/Materials Webpage (1)**
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)**
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)**
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)**
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)**
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 Fold-Out Map (1)**
Every registrant visiting the Trade Show will receive a fold out map of the Trade Show floor with a list of the locations of each company. The sponsor’s logo will be prominently displayed on the outer back of the map.
SILVER SPONSORSHIPS CONTINUED

Welcome Cocktail Party – Tuesday, July 8 – 5 to 7 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 Tuesday evening.

Welcome Gift (2)
Attendees will appreciate receiving this item of memorabilia when they arrive. Your company’s name will be displayed on the gift for them to remember as well!

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, January 31, 2014 for the Brochure and Monday, May 5, 2014 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 Program (1)
Includes a full-page ad in the conference program, provided camera-ready artwork is submitted by Monday, May 5, 2014. Attendees refer to the program all week during Conference.

Fun Night Activities – Thursday, July 10 – 7:30 to 11 p.m. (10)
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.

Plenary Speaker Sponsor (2)
Sponsor the featured speaker at one of the largely attended Plenary 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 500 + 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!
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

Ballroom Banners (4)
This banner (dimensions to be determined) will hang in a high-traffic area of the convention center. No one will miss your company’s message in this prominent space! Artwork must be provided by Thursday May 22, 2014.
*Double sided banners are $500 more

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 7’ vertical floor displays. These displays will be strategically placed in high-traffic areas of the convention center. Artwork must be provided by Thursday May 22, 2014.

Trade Show Aisle Signs (4)
Your company logo and booth number will be prominently displayed on three of these 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 Thursday May 22, 2014.

CE Session Options (8)
Includes two CE Sessions at which you receive recognition as the sponsor and the opportunity to distribute your materials.

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. Companies can also provide napkins with their 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 2013. 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.

ADVERTISING OPPORTUNITIES

Ad space is available for 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. Artwork must be received by Friday, January 31, 2014 for the Brochure and Monday, May 5, 2014 for the Program. You must have a booth at the Trade Show in order to purchase an ad.

Full Page (8.5” x 11”) – $1,000; 1/2 Page (8.5” x 5.5”) – $750; 1/4 Page (4.25” x 5.5”) – $500

OTHER OPPORTUNITIES

Back By Popular Demand!

FHCA Hospitality Hops
Host the perfect event in Hospitality Row. Wine and dine the leaders of the LTC community by hosting a Hospitality Hop Reception in one of the few rooms on Hospitality Row. Your hospitality reception will be published in the Conference agenda and placed on the FHCA Website as an official Conference event. Take advantage of this premium social setting to network with the decision-makers in long term care. For more details and pricing, contact Jenny Early at (800) 771-3422 or jearly@fhca.org. Food, Beverage, and Entertainment not included.

Additional Branding Opportunities
Additional branding opportunites such as column wraps, window clings, and much more will be available throughout the hotel convention area. Contact Jenny Early at (800) 771-3422 or jearly@fhca.org 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.
FHCA 2014 Annual Conference Trade Show
Tuesday, July 8 – Wednesday, July 9
Orlando World Center Marriott, Orlando, Florida

Booths and Sponsorships go fast!
2013 Trade Show sold out by June. The 2014 Trade Show is sure to be a sold-out event, so reserve your spot today!
EXHIBITOR INFORMATION

PRINT or TYPE information AS IT SHOULD APPEAR on all signs and printed materials.

Company Name ____________________________________________________________
Primary Contact __________________________ Title ____________________________
(for published materials)
Address _________________________________________________________________
City __________________________ State ____________ Zip ____________
Phone __________________________ Fax __________________________
Primary E-mail __________________________ Website __________________________

| Courtesy Contact __________________________ Title __________________________ |
| (to receive logistical communications) | Phone __________________________ Courtesy E-mail __________________________ |

EXHIBIT COSTS

This form must be submitted with payment by Friday, September 27, 2013 as these rates are only applicable through that date: FHCA Member ___ $925 Nonmember ___ $1,725

Become a member and purchase your booth at the member rate!
See page 4 of the Exhibitor Prospectus for membership details.
FHCA Associate Member Dues........................................... $600
FHCA Associate Plus Member Dues.................................... $800
*Discount your dues payment $25 if you pay in full prior to January 31, 2014.
Associate Member Support Committee (AMSC) Dues....... $150

See the Invitation to Exhibitors for details on pricing:
No. Booth(s) _____ x $__________  $ __________
(discount $100 for each additional booth) - $ ________
Sponsorship Amount $ ________
Brochure/Program Advertisement $ ________
FHCA Associate Member Dues $ ________
AMSC Dues $ ________
TOTAL $ ________

List below competing companies you DO NOT wish to be near.

PAYMENT INFORMATION

☐ Check enclosed made payable to FHCA ☐ American Express ☐ Discover ☐ MasterCard ☐ VISA
Credit Card No. __________________________ Exp. Date ____________
Cardholder Name __________________________ Security Code ________
City __________________________ State ____________ Zip ____________
Signature __________________________

FHCA use only

<table>
<thead>
<tr>
<th>Member No.</th>
<th>Date Received</th>
<th>Payment</th>
<th>Booth(s) Assigned</th>
<th>Processed</th>
</tr>
</thead>
</table>

IMPORTANT
Please review the floor plan and indicate booth preference. An updated floor plan can be found at www.fhcaconference.org.

Number of booths: __________

Booth Choices:
1st Choice __________
2nd Choice __________
3rd Choice __________
4th Choice __________
5th Choice __________
PLEASE NOTE
The Contact Person named on the front side of this form, as well as the person submitting the form (if different), will be sent an Exhibitor Services Kit from Global Experience Specialists (GES), including shipping forms, instructions, and any additional information by e-mail. FHCA will also use e-mail to send the pre- and post-conference attendee lists as well as other important communications.

SPECIAL SPONSORSHIPS
Take advantage of the exposure and recognition your company will gain by becoming a Special Sponsor! We offer a variety of opportunities, as well as price ranges. See the Sponsorship Opportunities in the Exhibitors Prospectus or contact Jenny Early via phone at (800) 771-3422 or email at jearly@fhca.org. If you would like to purchase a sponsorship at this time, please include payment on the reverse and indicate the sponsorship below:

PRODUCTS/SERVICES DESCRIPTION
PRINT a description of your company's products and/or services to be used in publication materials (25 words or less).
☐ Use our description from the 2013 show.

PRIZES & PRIZE ANNOUNCEMENTS
Provide a prize for attendees to win, right from your booth! A list of exhibitors and prizes will be published in conference materials. Prize information must be supplied to FHCA on or before Friday June 6, 2014 to meet the publication deadline. Attendees must claim their prizes from exhibitors; exhibitors are responsible for delivering unclaimed prizes to the winners.

☐ Yes, we will supply a prize. Item: ____________________________________________
☐ No, we will not supply a prize.

Please read the following information carefully. This Contract is invalid unless it is signed and dated below. Please send a copy of the trade show rules and regulations and this Contract to the person who will be responsible for the exhibit on-site at the Trade Show so that person will understand the terms of the contract.

Florida Health Care Association (herein referred to as Show Management) is hereby authorized to reserve space for our use in the exhibit area July 8-9, 2014 for the FHCA 2014 Annual Conference & Trade Show at the Orlando World Center Marriott, Orlando, Florida. We agree to send the full payment for our booth(s), application for membership, and sponsorship, if applicable, with this contract. It is understood and agreed that Show Management will endeavor to assign space in accordance with our request. If our company wants to be near another company, the contracts and payments should be received together. In the event all our booth choices have been previously assigned, Show Management reserves the right to assign space as equitably as possible.

Cancellation must be in writing to and approved by Show Management. With notification received prior to May 23, 2014, a refund will be issued, minus an administrative fee of $200 per booth cancelled. After May 23, 2014, no refunds of any type will be issued. Companies which purchase booth space after May 23, 2014 will not be entitled to any refund.

I have read the entire terms of the Contract and accept the stipulations outlined as the representative of my company.

Signature ________________________ Date __________________

Submit this completed form with payment to FHCA by fax at (850) 681-2075 or mail at P.O. Box 1459, Tallahassee, Fl 32302. E-mail Jenny Early at jearly@fhca.org with questions.