

# 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

### SIDE BAR ADS

- 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 and services.
- Size: 210 pixels by 210 pixels
- Weekly and Monthly Advertisements Available
- Each Side Bar Ad allows two page placements of choice

The screenshot shows the FHCA website's navigation menu and a sidebar. The navigation menu includes Home, Highlights, Attendees, Exhibitors, Hotel, and Contact Us. The sidebar contains a 'Highlights' section with links to Mobile App, Meet the Speakers, Networking Events, Opening Social, Golf Tournament, Silent Auction, Fun Night, and Long Term Care Awards. Below the highlights are two placeholder ads labeled 'Sidebar Ad #1' and 'Sidebar Ad #2'. The main content area is titled 'Networking Events' and lists three events: Sunday, August 2, 2015 (6:00 P.M. to 7:30 P.M.), Monday, August 3, 2015 (7:30 A.M. to 1:30 P.M.), and Tuesday, August 4, 2015 (6:30 A.M.).

Home Highlights Attendees Exhibitors Hotel Contact Us

Highlights

- › Mobile App
- › Meet the Speakers
- › Networking Events
- › Opening Social
- › Golf Tournament
- › Silent Auction
- › Fun Night
- › Long Term Care Awards

Sidebar Ad #1

Sidebar Ad #2

### Networking Events

FHCA's 2015 Annual Conference & Trade Show is an excellent opportunity for long term care professionals to connect with peers in the profession. These special Conference events will help you reenergize your commitment to quality care, learn about the latest products and services, network and unwind after a full day of learning. Along with providing valuable education, FHCA wants to help you enhance your professional career as you continue striving for excellence in long term care.

**Sunday, August 2, 2015**

6:00 P.M. to 7:30 P.M.  
**Destination Celebration: FHCA Opening Social & Distinguished Awards Party**  
Stop by, say hi, socialize and help us recognize the outstanding FHCA members who received state and national awards during the 2015 year, including the AHCA/NCAL National Quality Award and the Governor's Gold Seal Awards for Excellence in Long Term Care. This opening social will allow you to catch up with old friends and meet new ones. All attendees, exhibitors and sponsors are encouraged to attend and will enjoy a complimentary beverage and light hor d'oeuvres.

**Monday, August 3, 2015**

7:30 A.M. to 1:30 P.M.  
**Golf Tournament & Awards Luncheon**  
FHCA'S Golf Tournament, sponsored by Medline Industries, offers a fun time for players of all skill levels and the opportunity to win a number of great prizes. The event begins with a continental breakfast at 7:30 a.m. Shotgun start will be at 8:00 a.m and the Winners Circle Awards Luncheon will follow. [Click here](#) for more information.

4:00 to 7:30 P.M.  
**Destination Innovation: Trade Show & Silent Auction (Welcome Cocktail Party begins at 6:00 P.M.)**  
This year's Trade Show will feature over 275 booths, recharging stations for the mind, body and mobile device, and fun fair food and drinks during the Welcome Cocktail Party. Plan to visit our exhibitors displaying the latest in long term care products and services. Step right up for your chance to win a free bottle of wine or win at the AMSC Wine Toss. Attendees can also enjoy great giveaways from exhibitors and a [Silent Auction](#) to benefit the Florida Health Care Political Action Committee.

**Tuesday, August 4, 2015**

6:30 A.M.  
**Cardio Networking**, supported by Aegis Therapies and Race Addict  
If you'd like to jog or walk with some of your FHCA peers, meet in the lobby of the hotel at 6:30 a.m. T-shirts courtesy of Aegis Therapies and water courtesy of Race Addict, Inc. for all who participate.

"When it comes to professional development and networking, FHCA has not only been a source of education for me as a professional, but has benefited

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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

<b>Specifications:</b> <input type="checkbox"/> New Artwork <input type="checkbox"/> Repeat If repeat, please list below which month to repeat _____ <b>Logo Specs:</b> <ul style="list-style-type: none"> <li>GIF or JPEG file</li> <li>Size: 210 pixels x 210 pixels</li> <li>No flashing logos</li> </ul>	<b>Run Dates:</b> <input type="checkbox"/> March 2020 <input type="checkbox"/> June 2020 <input type="checkbox"/> April 2020 <input type="checkbox"/> July 2020 <input type="checkbox"/> May 2020 <input type="checkbox"/> August 2020  <b>Page Options:</b> <input type="checkbox"/> Highlights <input type="checkbox"/> Conference Tracks <input type="checkbox"/> Networking <input type="checkbox"/> Silent Auction <input type="checkbox"/> Attendees <input type="checkbox"/> Meet the Speakers <input type="checkbox"/> Registration & Fees <input type="checkbox"/> Hotel <input type="checkbox"/> Schedule  * Selct 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 \_\_\_\_\_

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.