



Join the American College of Health Care Administrators in New Orleans to showcase your products and services. Convocation attendees are experienced, high level decision makers from across the country specializing in skilled nursing, post-acute care, and assisted living.

2020 Convocation & Expo

August 30-September 2, 2020
Hilton New Orleans Riverside
New Orleans, Louisiana

Exhibitor-Sponsor Prospectus

Exhibit Dates:
August 31 & September 1, 2020

*Expect Big
Things In The
Big Easy*



WWW.ACHCA.ORG



Hotel Accommodations

Hilton New Orleans Riverside

Two Poydras Street | New Orleans, LA

Once you've made your commitment, please secure your hotel reservations by **August 7, 2020**. Your commitment as a vendor does not guarantee your hotel accommodations. The group rate starting at \$166 per night plus tax is subject to availability.

Visit www.achca.org for information about making hotel reservations.



1101 Connecticut Avenue NW
Suite 450
Washington, DC 20036

800.561.3148

Dear Partner,

Founded in 1962, the American College of Health Care Administrators (ACHCA) is the only professional association devoted solely to meeting the professional needs of today's post-acute and long term care administrators and executives. Focused on advancing leadership excellence, ACHCA provides professional education and certification to leaders from across the spectrum of long term care.

We invite you to join us at ACHCA's 2020 Convocation & Expo as we host the premier conference for long term care professionals. **Convocation attendees are experienced, high level decision makers from across the country specializing in skilled nursing, post-acute care, and assisted living.**

ACHCA's Convocation stands apart from other conferences with targeted education and networking related to post-acute and long term care administrators and executives. LTC leaders face demanding challenges to stay current with industry requirements. Our attendees seek out the latest updates in products, technological advances, and equipment for their communities.

By participating at ACHCA's 2020 Convocation & Expo, you help extend the reach of information through exhibit and sponsorship opportunities. Without the support of our vendor partners, ACHCA could not offer the cutting-edge information and professional networking opportunities that set this conference apart from the rest.

Please join us this year in New Orleans!



WWW.ACHCA.ORG

Reach Leaders in Long Term Care by Exhibiting at the ACHCA Annual Convocation and Expo

Making Connections

- Chair's Welcome Reception
- Dedicated exhibit hours with no competing events and lunch served in the exhibit hall
- Idea Exchange presentation sessions
- Attend education sessions
- Awards dinner honoring award winners and recognizing Board Members
- Opportunities for one-on-one networking and relationship building throughout the Convocation
- Reach the individuals who influence purchase decisions for their facilities and corporations.

Exhibit Schedule: Below events in Exhibit Area

**Times will be available at a later date*

Exhibit Space Move-In

Late Move-In will incur a fee of \$250.

Monday, August 31, 2020 | 8:00am - 4:00pm

Chair's Welcome Reception

Monday, August 31, 2020 | 4:45 - 6:15pm

Networking Breakfast

Tuesday, September 1, 2020 | 7:00 - 8:00am

Networking Lunch | Exhibits Open

Tuesday, September 1, 2020 | 11:15am - 1:15pm

Exhibit Space Move-Out

Please do not start tear down until 1:30pm.

Early tear down will incur a fee of \$250.

Tuesday, September 1, 2020

Idea Exchange

Monday, August 31, 2020 | 3:15 - 4:45pm

Tuesday, September 1, 2020 | 8:00 - 9:30am

\$500 with purchase of exhibit space

\$1,000 standalone without exhibit space

- See page 4 for details about this opportunity

Exhibit Package Pricing

- Registration for company representatives including access to education sessions. Additional registrations, event tickets and CE credit badge upgrade can be purchased at an additional cost. *(2 badges with standard booth and 4 badges with premium booth)*
- Listing and description in conference program.
- Pre- and post-convocation attendee lists including email and mailing address. Completion of a list use agreement is required.
- Exhibit does not include electricity or internet. Information to order this at your space will be provided. Additional furnishings will be available for rental.



Pipe & Drape Space

Standard Booth Rate per 8x10 space

\$2500

Add \$250 for Corner

Discounted Booth Rate per 8x10 hybrid space

\$2000 (Booth #s: 100, 102, 104, 905, 907, 909, 911, 912) These booths will NOT include a 6 foot table, but will include a highboy table.

Exhibiting companies receive:

- A 6 foot skirted table, 2 chairs, 7" x 21" company ID sign, and waste basket. 8 foot back drapery with 3 foot side drapery. **Ceiling height in exhibit hall is 8.6'.**
- Carpeted space



The Idea Exchange



Session Information

The Idea Exchange can be added to the exhibit package for the 2020 Convocation and Expo.

The Idea Exchange sessions appear in the conference schedule. The session is 90 minutes in length and provides 1.5 CE to the attendees. Space is limited.

Description of the Program

The Idea Exchange is a unique educational opportunity for face to face interaction between conference participants and industry experts about innovative care and service concepts. The Idea Exchange spotlights creative solutions to challenges in longitudinal and post-acute care while creating a network for ongoing collaboration and problem solving. The Idea Exchange will provide CE credit, an invaluable benefit to attendees.

Overarching Objectives

At the conclusion of this Idea Exchange session, the participants will be able to:

- Identify innovative care and service solutions to address organization and resident care challenges across the spectrum of longitudinal care;
- Become familiar with programs, services and tools that enable innovation;
- Broaden the network of peers, colleagues, and industry experts with whom to collaborate on innovative problem solving.

Learning Format

The Idea Exchange is a round table format that provides presenters the opportunity to interact with four (4) groups of up to 10 attendees (up to a total of 40 attendees) for 90-minutes of qualified continuing education. Each round table presentation will consist of 20 minutes of qualified CE content.

Idea Exchange participants rotate tables after 20 minutes for a total of four rotations during the Idea Exchange. Due to the nature of the roundtable format and interactive nature of this presentation, handouts are encouraged. The use of audiovisual equipment during these presentations is not recommended.

Idea Exchange

Monday, August 31, 2020 | 3:15 - 4:45pm
Tuesday, September 1, 2020 | 8:00 - 9:30am

Session Breakdown Example

Scan/Intro - 4 minutes
Rotation 1 - 20 minutes
Transition - 2 minutes
Rotation 2 - 20 minutes
Transition - 2 minutes
Rotation 3 - 20 minutes
Transition - 2 minutes
Rotation 4 - 20 minutes

Idea Exchange Proposals are subject to approval by the Education Committee. Exhibitors will receive a link to the online proposal form once registered.

Sponsorship Opportunities

Choose from the sponsorships listed below and receive the benefits associated with your selection **plus** the sponsor level package benefits. Idea Exchange and exhibits do not count toward sponsor level. *Co-sponsorship opportunities available.

Sponsor Levels

Gold Sponsor -

\$20,000 and above

- Full page ad with premium placement in program
- Exhibit booth with priority placement
- Opportunity to present an Idea Exchange session
- Listed on trade show and event signage, the onsite conference program and ACHCA website.
- Opportunity for promotional piece or product sample/gift in attendee bags

Silver Sponsor - \$10,000 - \$19,999

- Half page ad placement in program
- Exhibit booth (standard in-line) with priority placement
- Opportunity to present an Idea Exchange session
- Listed on trade show and event signage, the onsite conference program and ACHCA website.

Bronze Sponsor - \$5,000 - \$9,999

- 1/4 page ad placement in program
- Prime placement if purchasing an exhibit space
- Listed on trade show and event signage, the onsite conference program and ACHCA website.

Evening Awards Dinner Program - \$25,000-

Other sponsorships available for this event.

Honor ACHCA and long term care leaders by sponsoring the awards program presented during this celebratory dinner.

- Announcement highlighting your company
- Ten tickets to the dinner/reserved table at dinner
- Signage (22x28) at the event with your company logo
- Company logo placed on awards dinner collateral
- **\$2,500 Chapter Supporter opportunities available/ Table Sponsors**

Chair's Welcome Reception - \$20,000

Your company will welcome attendees to the Convocation with a fabulous reception on Monday evening.

- Signage at the event with your company logo
- Announcement at event highlighting your company
- Food and beverage marketing opportunities at event to promote company to ACHCA membership

Opening General Session/Keynote Speaker - \$15,000

Have the spotlight at this well attended session.

- Signage at the event with your company logo
- Introduction of the keynote speaker

Lunch in the Exhibit Hall - \$10,000

Treat your customers and prospects to lunch in the exhibit hall on Tuesday and create a stellar impression!

- Signage at the event with your company logo
- Announcement in the exhibit hall during the luncheon honoring your company

Eli Pick Facility Leadership Award Luncheon - \$8,000

Showcase your company in the presence of influential leaders of ACHCA at this special event.

- Signage at the event with your company logo
- Opportunity to briefly highlight your company

Fundraiser Event - \$7,500

Mardi Gras World

- Signage at the event with your company logo
- Company name and logo on event promotions
- Announcement highlighting your company
- Two tickets to the event

Track Program (Lean Six Sigma)- \$5,000

- Signage at the event with your company logo
- Company name and logo on program promotions
- Announcement highlighting your company

Conference Wi-Fi- \$6,000 each day or \$18,000 sole sponsorship (2 days available)

Provide conference wifi for all attendees.

- Company name and logo on event promotions
- Announcement highlighting your company

Conference T-Shirts- \$4,000

Conference T-shirts with your company's logo provided to all conference attendees.

Student Poster Exposition - \$3,500

Reach future leaders in long term care by sponsoring the student poster exposition.

- Signage in the poster exhibition area
- Meet and greet opportunity with the students
- Gift for student presenters

Pre-Conference Program- \$3,500

- Company name and logo on signage (22x28)
- Company name and logo on program promotions
- Announcement highlighting your company

Conference App- \$3,250

Logo and company name provided in the conference app and on conference materials.

Networking Breakfast - \$3,000

Help attendees start the day off right! Place your company next to a popular area of the conference. Three Available.

- Signage at the breakfast with your company's logo

Sponsorship Opportunities

Tote Bags - \$2,750

Your logo will appear on the conference tote bags.

Board of Directors' Meeting: \$2,500

This intimate experience is an excellent opportunity to meet with ACHCA's leadership team and spend time with some of your top prospects.

- Company name and logo on signage
- Opportunity to distribute promotional piece or product sample/gift at board meeting

Board of Directors' Dinner: \$2,500

- Two company representatives will dine with the board members at dinner.

Lanyards - \$2,250

Your logo will appear around the neck of each attendee.

- Company logo/name on the lanyards

Award Winner Gift Bags- \$1,800

- All award winners will receive a branded gift set with your logo on all items.

Student Mixer - \$1,750

Reach future leaders in long term care by sponsoring the Mixer.

Mentoring Program Event - \$1,500

- Signage at the event with your company logo
- Opportunity to briefly highlight your company

Refreshment Break - \$1,500

Everyone looks forward to the coffee! Place your company next to a popular area of the conference!

- Signage in the break area with your company's logo

Conference Program Sponsor- \$1,250

- Full page ad on inside cover of program.

Daily Highlight Emails - \$1,000

Your company name, logo, and web link will be positioned on the daily highlight emails that attendees receive.

Conference Entertainment - \$900

- Company information on signage(22x28) and announced at event.

Speaker Gifts- \$600

- All speakers will receive a branded gift with logo.

Name Badge Sponsor - \$500

Available to ACHCA Chapters

- Logo provided on name badges of all attendees.

Stand Alone Sign- \$400

- Your company logo with information will be highlighted on signage in high traffic areas.

Registration Sponsor- \$350

- Signage at the registration desk with your company's logo.

Relax and Recharge Lounge Area- \$300 (1 remaining)

- Signage with your company's information at this comfortable seating area with power hookup.

Charging Station- \$200

- Signage with your company's information at charging station.

Education Program

Choose Your Level

Support the education programming of the conference.

- Your company logo will be on conference signage as well as each educational breakout session sign.
- Your company will be highlighted at the beginning of each breakout session.

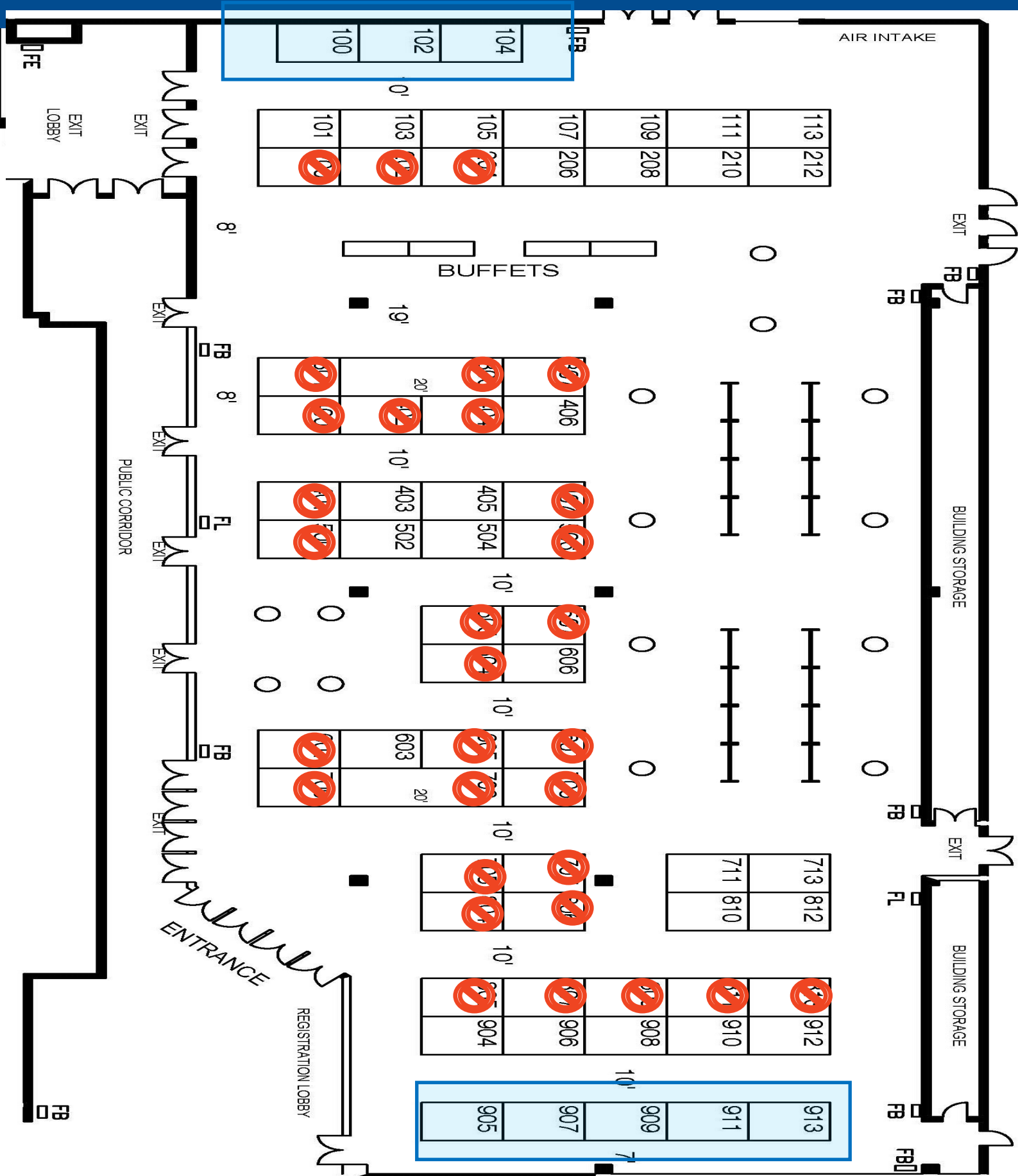
Door Prizes: - Amount Varies

ACHCA will purchase door prizes with amount given and your company will have the opportunity to draw winner. ACHCA will drop ship item to winner.

___ iPad Pro:	\$900
___ 2021 Conference Registration	\$700
___ KitchenAid Mixer:	\$400
___ Apple Watch:	\$400
___ iPad Mini:	\$400
___ Bose Bluetooth Speaker:	\$300
___ Go Pro Hero:	\$200
___ Beats Wireless Headphones	\$250
___ Keurig Coffee Maker:	\$150
___ Kindle Fire	\$100
___ Fire Stick	\$50
___ Gift Card	Amount Varies



Exhibit Floor Plan



Cancellation Policy: Cancellations must be submitted in writing to ACHCA. After April 1, 2020, 50% of the booth cost will be refunded. After June 1, 2020 there are NO refunds. Agreements with full payment are due by June 1, 2020

Sponsorship Contract - Submit by June 1, 2020

SPONSOR CONTACT INFORMATION

Company Name

Product/Service Type

Authorized Representative

Representative Signature

Title

Mailing Address

City/State/Zip Code

Phone

Fax

Email Address

Website Address

Questions?
Contact ACHCA
vendor@achca.org

PAYMENT INFORMATION

Agreements with full payment are due by June 1, 2020

☐ Check Enclosed (Payable in U.S. Dollars to ACHCA)

MAIL check payments to: ACHCA Exhibits Department
 PO BOX 75060 | Baltimore, MD 21275-5060

☐ Please charge my ☐ Visa ☐ MasterCard ☐ American Express

FAX your completed form and credit card payment to (800) 561-3148

Card Number _____

Expiration Date _____ Security Code _____

Cardholder Name _____

Card Billing Address _____

City/State/Zip _____

Please select the sponsorship(s) that you'd like to purchase below. Sponsorships are on a first come, first served basis. ACHCA cannot guarantee your selection will be available. ACHCA will contact you if your selection isn't available.

SPONSOR OPPORTUNITIES

(If purchasing a booth or advertising with a sponsorship, only one payment is needed.)

<input type="checkbox"/> Awards Dinner Exclusive	\$25,000
<input type="checkbox"/> Chapter Supporter	\$2,500
<input type="checkbox"/> Chair's Welcome Reception	\$20,000
<input type="checkbox"/> Opening General Session/Keynote Speaker	\$15,000
<input type="checkbox"/> Lunch in Exhibit Hall	\$10,000
<input type="checkbox"/> Wi-Fi	\$18,000/\$6,000
<input type="checkbox"/> EPFLA Luncheon	\$8,000
<input type="checkbox"/> Track Program	\$5,000
<input type="checkbox"/> Board of Directors' Meeting/Dinner	\$2,500/\$2,500
<input type="checkbox"/> Fundraiser Event	\$7,500
<input type="checkbox"/> Conference T-Shirts	\$4,000
<input type="checkbox"/> Student Poster Exposition	\$3,500
<input type="checkbox"/> Conference App	\$3,250
<input type="checkbox"/> Networking Breakfast	\$3,000
<input type="checkbox"/> Conference Tote Bags	\$2,750
<input type="checkbox"/> lanyards	\$2,250
<input type="checkbox"/> Award Winner Gift Cuts	\$1,800
<input type="checkbox"/> Student Mixer	\$1,750
<input type="checkbox"/> Mentoring Program Event	\$1,500
<input type="checkbox"/> Refreshment Break	\$1,500
<input type="checkbox"/> Conference Program	\$1,250
<input type="checkbox"/> Daily Highlight Emails	\$1,000
<input type="checkbox"/> Speaker Gifts	\$800
<input type="checkbox"/> Conference Entertainment	\$900
<input type="checkbox"/> Name Badge Sponsor	\$500
<input type="checkbox"/> Stand Alone Sign	\$400
<input type="checkbox"/> Registration Sponsor	\$350
<input type="checkbox"/> Relax and Recharge Sponsor	\$300
<input type="checkbox"/> Charging Station	\$200
<input type="checkbox"/> Education Program	\$ _____
<input type="checkbox"/> Door Prizes	\$ _____

(List prizes below)

Total Amount Due: \$ _____

Exhibit Rules & Regulations

General Information

1. Contract. The signed application and acknowledgment with the American College of Health Care Administrators (ACHCA) and/or its agent constitutes a contract between ACHCA and the exhibitor. The rules contained herein are part of this contract. Any and all matters not specifically covered in these articles are subject to final decision by ACHCA.

2. Eligibility. Any exhibitor whose proposed exhibit is in keeping with the educational intent of the ACHCA Convocation may apply for space. ACHCA reserves the right to reject any application which, in its judgment, does not meet the criteria.

Vendor/Exhibitor Registration

1. Exhibit Badges. No one will be permitted in the exhibit area, meeting rooms or other conference areas without a badge. Advance registration is available to exhibitors. Exhibit representatives who do not pre-register must complete onsite registration and submit proof of company affiliation. Name badges will be issued under the exhibiting company name only. All onsite exhibit badge registrations for exhibiting companies will incur a \$150 registration fee. Continuing education credit can be purchased at an additional cost of \$215 per badge. Additional badges must be paid for in full in advance or onsite; badges will not be invoiced.

2. Non-exhibiting vendors. Non-exhibiting vendor representatives, may attend as a conference registrant by purchasing one of the registration packages available at www.achca.org. Representatives of companies that have not purchased an exhibit space will not be allowed to show products, discuss services, distribute materials/handouts or otherwise solicit business in the conference area. Violators will be escorted from the conference area and will not be permitted to re-enter for the duration of the conference.

Policy on Ancillary Events

Companies are encouraged to take advantage of the conference exhibit and sponsorship opportunities offered by ACHCA, however, participating companies may host an ancillary event. All ancillary events must be approved in advance by ACHCA (60-days prior to start of the conference). Ancillary events may not conflict with any official ACHCA events, educational programming or exhibition hours. Educational/Speaker programs may not be offered at meetings or events outside of official ACHCA programming. Any company holding an ancillary event in conjunction with an ACHCA conference that fails to abide by the policy will be subject to a penalty (reviewed on a case by case basis) or may be prohibited from participating as an Exhibitor or Sponsor at a future ACHCA conference. Ancillary events at ACHCA's conferences are functions that involve ACHCA meeting attendees but are not planned, executed, or sponsored by ACHCA. This includes, but is not limited to: district/chapter meetings, customer events, focus groups, hospitality functions, any formalized forum presenting information, and networking dinner meetings with more than 15 ACHCA attendees.

Space Rental

1. Assignment of Space. Priority in booth selection is given to ACHCA business affiliates, partners, sponsors and previous years exhibitors. All other exhibit spaces are assigned based on the date the application and payment are received, requested preferred location, and specifications outlined in the application.

2. Floor Plan. ACHCA reserves the right to make modifications as may be necessary to the floor plan to meet the needs of ACHCA, the exhibitor and the program.

3. Terms of Payment. Full payment of the total rental is required with the application. Any applications received without the accompanying payment will be held for five (5) business days. After five days the requested space(s) may be sold to another qualified applicant. No space will be considered definite unless accompanied by the payment.

4. Failure to Pay. Failure to pay in full by the appointed dates specified in the prospectus will result in cancellation of contract and loss of assigned space.

5. Cancellation. No request for cancellation shall be acknowledged unless received in writing at the ACHCA National Office by the dates listed as follows. Refunds will be made based on all fees paid by the exhibitor. After April 1, 2020, 50% of total deposit will be assessed. There are NO refunds after June 1, 2020.

Exhibit Space Provisions

1. Furnishings and Services: Exhibit does not include electricity or internet. Information to order this at your space will be provided. Additional furnishings will not be available for rental.

2. Installation and Dismantlement of Exhibits:

Installation and dismantlement of exhibits must occur during the dates and time specified in the prospectus. No exhibit may be installed after the exhibition opens, unless approved by Show Management. Exhibit spaces may not be dismantled until the official close of the show, unless approved by Show Management. Failure to observe this rule may jeopardize the exhibitor's right to exhibit at future ACHCA exhibitions - All empty crates must be properly labeled with company name and booth number and removed by the official contractor from the exhibit floor.

3. Failure to Occupy Space: Any exhibit space not set and/or occupied by the close of the installation period is subject to forfeiture by the exhibitor and loss of refund. If the exhibit is available, but not erected by the specified deadlines, ACHCA may assign labor to erect the display and bill the exhibitor for any labor charges incurred. Exhibit spaces must be maintained by at least one company representative at all times during show hours.

4. Use of Space: Exhibitors are not permitted to sublet or share space. All activities must be confined to the limits of the rented space. ACHCA may evict exhibitors who through conduct, method of operation, or other distraction detract from the educational nature of the exhibit. Should the eviction occur, exhibitor forfeits all monies paid and are not entitled to a refund.

5. Appearance of Exhibits: Unfinished side or end panels must be draped at the exhibitor's expense. ACHCA reserves the right to fix exhibits which detract in any way from the overall appearance of the exposition, and will bill the exhibitor accordingly.

Exhibit Rules & Regulations

6. Labor: Exhibitors must employ only accredited labor for all work other than that properly handled by their own personnel in accordance with local labor regulations. If a contractor other than the official service contractor is used, ACHCA must be notified six weeks prior to the official move-in date and must be provided with a general insurance certificate, or the contractor will not be permitted to service the exhibit.

7. Rules, Laws, Fire and Safety Regulations: Exhibitors shall comply with all applicable laws and with the rules of the Convocation and Exposition facility. Each exhibitor agrees to be knowledgeable of and in compliance with all ordinances and regulations pertaining to health, fire prevention, and public safety codes established by the city in which the exposition is held. No combustible material may be stored in or around the exhibit. In addition, fire regulations require all decoration material to be flameproof.

Security Liability/Insurance

1. Security: Full responsibility for the protection of exhibit equipment, signs, and all other materials in the booth remains with the exhibitor. After exhibit hours, only properly identified exhibit personnel with ACHCA permission may enter the exhibit areas. Security will not be provided at any time, so any items with or without value should not be left out.

2. Liability: The exhibitor agrees to fully protect, indemnify, defend and save ACHCA, Hilton Riverside Hotel, the city of New Orleans, the state of Louisiana, its employees and agents harmless against all claims, losses, or damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by ACHCA's installation, removal, maintenance, occupancy or use of the exhibition premises or any part thereof, excluding any such liability caused by the negligence of ACHCA, Hilton Riverside Hotel, the city of New Orleans, the state of Louisiana, its employees and agents.

3. Insurance: Exhibitors acknowledge that ACHCA and the Hilton Riverside Hotel do not maintain insurance covering exhibitor property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage covering such losses by the exhibitor.

4. Protection of Exhibit Facility: Exhibitors shall not deface any part of the exhibit facility. Nothing may be posted, nailed, affixed or otherwise attached to any part of the walls, floors, ceiling, furniture, or other property of the facility. Any costs arising out of negligence on the part of the exhibitor, its agents, or employees will be the sole responsibility of the exhibitor.

Cancellation of Exhibit

In the event the Exhibit Show is cancelled due to circumstances not within the control of ACHCA such as fire, acts of God, labor strikes, picketing, civil disturbances, shortage of materials, curtailment of transportation facilities, or governmental intervention which materially affect either ACHCA or the facility to hold the exhibit show, then a refund of fees paid to ACHCA will be remitted to the exhibiting company less a \$150 processing fee, and less any actual expenses incurred by ACHCA if the cancellation is made 60 days or fewer prior to the installation date specified in the prospectus.



2020 CONVOCATION & EXPO

August 30 - September 2, 2020

HILTON RIVERSIDE
NEW ORLEANS, LOUISIANA

Expect Big Things in the Big Easy

