

ACHCA ANNUAL CONVOCATION AND EXPO



ACHCA

American College of
Health Care Administrators

Prospectus

2024 Convocation & Expo

May 6 - 9, 2024

Embassy Suites

Join the American College of
Health Care Administrators
in Myrtle Beach 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.

**Myrtle Beach,
South Carolina**

**Exhibit Dates:
May 7 - 8, 2024**

CONTACT US

vendor@ACHCA.org

ACHCA-CONFERENCES

1101 Connecticut
Ave. NW Ste 450
Washington, DC 20036

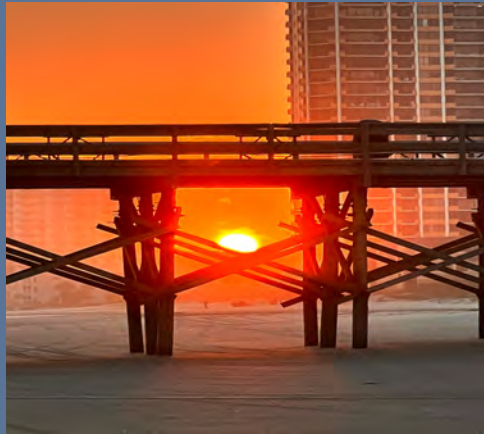
Waves Of Opportunity

Oceans Of Success



www.ACHCA.org

ACHCA ANNUAL CONVOCATION AND EXPO



Hotel Accommodations

Embassy Suites Myrtle Beach, SC

9800 Queensway Blvd,
Myrtle Beach
South Carolina, 29572

It is crucial that our vendor partners support ACHCA buy booking their hotel accommodations within our negotiated block. Please secure your hotel reservation by April 5th, 2024. The group rate starting at \$235 per night, plus resort fee and tax is subject to availability.

**Your commitment as a vendor does not guarantee your hotel accommodations.*

Visit:

www.achca.org/hotel

for information about making hotel reservations

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 2024 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 2024 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 Myrtle Beach, SC!



www.ACHCA.org

Attendee Demographics



WHO ATTENDS?

Reach the individuals who make and approve purchase decisions for their facilities and corporations:

Administrators: 49%
CEO, President, Owner, Director: 36%
Asst. Administrator/Director of Nursing: 6%
Administrator-in-Training/Student: 7%
Other: 2%

Average attendance from 250-350 people.

ACHCA ANNUAL CONVOCATION AND EXPO

**REACH LEADERS
IN LONG TERM CARE HERE**

Idea Exchange

Wednesday, May 8, 2024

\$650 with purchase of exhibit space

\$1,250 standalone without exhibit space

See page 5 for additional details about this opportunity

Making Connections

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



Exhibitor Schedule:

Exhibit Space Move-In

Tuesday, May 7, 2024 | 8:00am - 2:00pm Late
Move-in will incur a fee of \$250

Leadership & Vendor Reception

Tuesday, May 7, 2024 | 3:15 - 3:45pm
(Chapter, District and Board leaders) *Invitation Only*

Chair's Welcome Reception

Tuesday, May 7, 2024 | 3:45 - 5:00pm

Vendor Networking Evening

Tuesday, May 7, 2024 | After 5:00pm Perfect
opportunity for Sponsors and Exhibitors to
invite attendees to private offsite events!

Business Advisory Council | TBD

Wednesday, May 8, 2024 | 10:00 - 10:30am

Exhibitor Lunch

Wednesday, May 8, 2024 | 11:15 - 12:15pm

Networking Lunch in Exhibit Hall

Wednesday, May 8, 2024 | 12:15 - 2:15pm

Exhibit Space Move-Out

Wednesday, May 8, 2024 | 2:30 - 5:00pm
Early tear down will incur \$250 fee

Exhibit Packages & Pricing

Standard Booth: Rate per 8x10 carpeted space.

	Until 12/31/23	1/1/24 and beyond
Non-member:	\$2,700	\$3,000
Member:	\$2,400	\$2,700

- **EXHIBITING COMPANIES RECEIVE:** 6' skirted table, 2 chairs, 7" x 21" company ID sign, and waste basket. 8 foot back drapery with 3 foot side drapery.
- 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).
- 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. Information to order this at your space will be provided at a later date. Additional furnishings will be available for rent.
- If you are not with an exhibiting company, exhibit hall passes are available for \$1,250.

Exhibit schedule events are held in
exhibit hall unless otherwise specified

The Idea Exchange

IDEA EXCHANGE

Wednesday, May 8, 2024 | 8am - 10am

Session Breakdown Example

Scan/Seat - 3 minutes
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
Transition - 2 minutes
Rotation 5 - 20 minutes
Closing - 5 minutes

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



Session Information

The Idea Exchange can be added to the exhibit package for the 2024 Convocation and Expo. The Idea Exchange sessions appear in the conference schedule. The session is 120 minutes in length and provides 2 CE to the attendees. Space is limited.

Learning Format

The Idea Exchange is a round table format that provides presenters the opportunity to interact with five (5) groups of up to 10 attendees (up to a total of 50 attendees) for 120 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 five 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.

Description of 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 long-term 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 long-term 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.

Sponsorship Levels



Gold Sponsor **\$20,000 and Above**

- Full page ad with premium placement in program
- Exhibit booth with priority placement
- Complimentary 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 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
- Complimentary Idea Exchange session

Sponsorship Opportunities

Evening Awards Dinner Program

\$25,000: Qualifies for Gold Sponsor

Other sponsorship available for this event

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

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

Chair's Welcome Reception

\$20,000: Qualifies for Gold Sponsor

Your company will welcome attendees to the Convocation with a fabulous reception on Tuesday afternoon.

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

Opening Session/Keynote Speaker - Denise Boudreau

\$15,000: Qualifies for Silver Sponsor

Have the spotlight at this well attended session.

- Introduction of Pre-Conference Speaker: Denise Boudreau
- Signage at the event with your company logo
- Introduction of the keynote speaker

Exhibit Hall Lunch

\$12,500: Qualifies for Silver Sponsor

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

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

Conference Wi-Fi

\$10,000+: Qualifies for Silver Sponsor

****Contact ACHCA Staff for more information****

Provide conference wifi for all attendees.

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

Eli Pick Facility Leadership Award Luncheon

\$8,000 - \$10,000: Qualifies for Silver/Bronze Sponsor

Contact ACHCA for additional benefits

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 highlight your company



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vendor@ACHCA.org

ACHCA-CONFERENCES

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Washington, DC 20036



Sponsorship Opportunities

Track Program

\$5,000/ea - Qualifies for Bronze Sponsor

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

Pre-Conference Program - Denise Boudreau

\$5,000 - Qualifies for Bronze Sponsor

- Signage (22x28) at the event with your company name and logo
- Company name and logo on program promotions
- Announcement highlighting your company

Conference T-Shirts

\$4,000

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

Academy Event Happy Hour

\$4,000

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

Dr. Kevin Hansen Student Poster Memorial Exposition

\$3,500

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

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

Coffee Break

\$2,500

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

Conference App

\$3,500

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

Board of Directors' Meeting

\$3,000

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



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Sponsorship Opportunities

Tote Bags

\$3,000

Your company logo will appear on conference tote bags

Board of Directors Dinner

\$3,750

Two company representatives will dine with the board members at dinner

Refreshment Break

\$3,500

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

- Signage in the break area with your company logo

Lanyards

\$2,500

Your logo will appear around the neck of each attendee.

- Company name and log on lanyards

Past President and Chair's Event

\$2,500

Receive the attention of the influential leaders of ACHCA at this event.

- Signage (22x24) at the event with your company logo
- Opportunity to briefly highlight your company during the event

Chapter Leadership Program

\$2,500

A speaker will present a session designed for our chapter leaders

- Signage (22x28) at the event with your company logo
- Announcement highlighting your company

Award Winner Gifts

\$2,000

Award winners will receive a branded gift with your company logo

Student Mixer

\$2,000

Reach future leaders in long term care by sponsoring the mixer

Mentoring Program Event

\$1,750

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

Conference Program Sponsor

\$1,500

Full page ad on inside cover of program



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Washington, DC 20036

Sponsorship Opportunities

Daily Highlight Emails

\$1,250

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

Conference Entertainment

\$1,000

Your company information on signage (22x28) and announced at event

ACHCA Leadership Gifts

\$1,000

Reach leadership of ACHCA with a branded gift with your company logo and the ACHCA logo

Speaker Gifts

\$1,000

All speakers will receive a branded gift with your company logo

Name Badge Sponsor

\$750 - Available to ACHCA Chapters only

Your chapter logo provided on name badges of all attendees

Stand Alone Sign

\$500

Your company logo with information will be highlighted on signage in a high traffic area

Registration Sponsor

\$350

Signage at the registration desk with your company logo

Relax and Recharge Station

\$300

Signage with your company information at this comfortable seating area with power hookup

Charging Station

\$200

Signage with your company information at charging station

Education Program

Choose Your Sponsorship Level

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 a winner. ACHCA will drop ship item to winners.



Door Prize Options:

iPad Pro	\$900
2024 Conference Registration	\$700
KitchenAid Mixer	\$400
Apple Watch	\$400
iPad Mini	\$400
Bose Bluetooth Speaker	\$300
Beats Wireless Headphones	\$250
GoPro Hero	\$200
Keurig Coffee Maker	\$150
Kindle Fire	\$100
Fire Stick	\$50
Gift Card	Amt. Varies



Advertising



Advertising Opportunities

Full Page (8x10): \$600

Half Page (8x5): \$400

Quarter Page (3.75x5): \$200

Business Card (3.25 x 2): \$100

Congratulations Ad: \$50

Digital Ad (website and
Convocation e-news): \$250

(PLEASE COMPLETE PAGE 13)

Exhibit Floor Plan

2024 ACHCA Convocation & Expo

May 7 - 8, 2024

Embassy Suites - Myrtle Beach, SC



Please click the diagram to view currently available booth spaces.

ACHCA ANNUAL CONVOCAATION AND EXPO



2024 ACHCA Convocation & Expo

May 6-9, 2024 | Embassy Suites | Myrtle Beach, SC

Exhibitor and Advertising Contract

For check payments, mail contract with payment to: ACHCA - Conferences, 1101 Connecticut Ave. NW Ste 450
Washington, DC 20036 For credit card payments, fax contract and credit card information to our secure fax at 800-561-3148

Discounts available to ACHCA Partners... Please contact us for additional information at vendor@ACHCA.org

Company Name _____

Authorized Representative _____

Title _____

Mailing Address _____

City/State/Zip _____

Product/Service Type _____

Phone _____

Email Address (for exhibit information; not published) _____

Program Listing

Please provide a brief product description (25 words or less) to be listed in the On-site Program. Website will appear with exhibitor listing.

Website Address _____

Emergency Contact Name & Phone Number _____

Exhibitor Name Badges

Included with your exhibit fee are two(standard) or four(double) conference registrations. Please provide the names of your exhibit staff exactly as they should appear on the name badges. *Additional exhibitor badges may be purchased for \$150 each (limit of 5).*

Representative 1: ☐Kosher ☐Vegetarian ☐Gluten Free ☐Add CE Credit for \$215

Title _____

Email Address _____ Cell _____

Representative 2: ☐Kosher ☐Vegetarian ☐Gluten Free ☐Add CE Credit for \$215

Title _____

Email Address _____ Cell _____

Additional Representative 3 @ \$150: ☐Kosher ☐Vegetarian ☐Gluten Free

Title _____

Email Address _____ Cell _____

Additional Representative 4 @ \$150: ☐Kosher ☐Vegetarian ☐Gluten Free

Title _____

Email Address _____ Cell _____

Exhibit Space

Before 1/1/2024 After 1/1/2024

<input type="checkbox"/> Booth Space Member	\$2,400	\$2,700
<input type="checkbox"/> Booth Space Non-Member	\$2,700	\$3,000
<input type="checkbox"/> Double Space (contact staff)	\$4,000	\$4,000

*** **To become an ACHCA Business Affiliate Member for \$250, Click [here](#) for additional information.**

Exhibit Booth Selection

Booth Numbers - see page 12 for exhibit floor plan

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Competing companies you do NOT wish to be near. _____

Idea Exchange

Wednesday May 8, 2024 | 8am - 10am

Add to Exhibit Package \$650
Stand Alone (without booth) \$1,250

Contract/Payment Information Contracts must be accompanied by full payment.

Exhibit Space \$ _____
Idea Exchange \$ _____
Sponsorship \$ _____
Additional Exhibitor Badge(s) \$150x _____ (qty)
CE Credit with Badge(s) \$ 215x _____ (qty)
Awards Dinner Ticket(s) \$100x _____ (qty)
Awards Luncheon Ticket(s) \$75x _____ (qty)
Exhibit/HallPass \$1250x _____ (qty)

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

MAIL check payments to: ACHCA-Conferences, 1101 Connecticut Ave. NW Ste 450
Washington, DC 20036

☐ 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 _____

Contract rules and regulations are a part of this contract. In accordance with the rules and regulations outlined in this contract, and governing the ACHCA Exposition to be held at the Embassy Suites, Myrtle Beach, S.C. the undersigned understands and accepts all terms and hereby applies for exhibit space. Upon acceptance by ACHCA, this document constitutes a contract.

Release and Waiver/Covid Protocols: www.achca.org/waiver I have read the release and waiver/Covid protocols and agree to them:

_____ Yes _____ No

Signature _____

Cancellation Policy: Cancellations must be submitted in writing to ACHCA. After January 1, 2024, 50% of the booth cost will be refunded. After January 1, 2024 there are NO refunds. Agreements with full payment are due by January 1, 2024

After sign-up, vendor toolkit found here: www.achca.org/convovendors

ACHCA ANNUAL CONVOCATION AND EXPO



2024 ACHCA Convocation & Expo

May 6-9, 2024 | Embassy Suites | Myrtle Beach, SC

Sponsorship Contract - Submit by February 1, 2024

SPONSOR CONTACT INFORMATION

Company Name

Product/Service Type

Authorized Representative

Representative Signature

Title

Mailing Address

City/State/Zip Code

Phone

Email Address

Website Address

Questions?
vendor@ACHCA.org

PAYMENT INFORMATION

Agreements with full payment are due by February 1, 2024

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

MAIL check payments to: ACHCA - Conferences, 1101 Connecticut Ave.
NW Ste 450 Washington, DC 20036

☐ 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. We will contact you if your selection isn't available.

SPONSORSHIP OPPORTUNITIES

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

Awards Dinner Exclusive	\$25,000
Chapter Support Table Sponsor	\$2,500
Chair's Welcome Reception	\$20,000
Opening General Session/ Keynote Speaker	\$15,000
Lunch in Exhibit Hall	\$10,000
Wi-Fi	\$10,000
EPFLA Luncheon	\$8-10,000
Track Program	\$7,500
Pre-Conference Program	\$5,000
Conference T-Shirts	\$4,000
Academy Event	\$4,000
Dr. Kevin Hansen Student Poster Memorial Exposition	\$3,500
Networking Breakfast	\$3,500
Conference App	\$3,500
Board of Directors' Meeting	\$3,000
Tote Bags	\$3,000
Board of Directors' Dinner	\$3,000
Refreshment Break	\$3,000
Lanyards	\$2,500
Past President and Chairs' Event	\$2,500
Chapter Leadership Program	\$2,500
Award Winner Gifts	\$2,000
Student Mixer	\$2,000
Mentoring Program Event	\$1,750
Conference Program Sponsor	\$1,500
Daily Highlight Emails	\$1,250
Conference Entertainment	\$1,000
ACHCA Leadership Gifts	\$1,000
Speaker Gifts	\$1,000
Name Badge Sponsor	\$750
Stand Alone Sign	\$500
Registration Sponsor	\$350
Relax and Recharge Station	\$300
Charging Station	\$200
Education Program	\$ _____
Door Prizes	\$ _____
(List Prizes)	

Advertising (Section) \$ _____

Total Amount Due
\$ _____

Release and Waiver/Covid Protocols:

www.achca.org/waiver I have read the release and waiver/Covid protocols and agree to them:

Yes _____ No _____

ACHCA ANNUAL CONVOCATION AND EXPO

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.
3. **Hotel:** You are strongly encouraged to utilize ACHCA's room block. By doing so we are able to reduce overall costs associated with the conference allowing us to offer special events that are included in registration.

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 on-site registration and submit proof of company affiliation. Name badges will be issued under the exhibiting company name only. All on-site 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 on-site; 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. After January 1, 2024, 50% of the booth cost will be refunded. After January 1, 2024 there are NO refunds. Agreements with full payment are due by February 1, 2024.

ACHCA ANNUAL CONVOCAION AND EXPO

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.
- 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, Kingston Resorts, the city of Myrtle Beach the state of South Carolina, 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, Kingston Resorts, the city of Myrtle Beach, the state of South Carolina, its employees and agents.
- 3. Insurance:** Exhibitors acknowledge that ACHCA and the Kingston Resorts 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 Expo

In the event the Exhibit Show is canceled 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.