



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

**52nd Annual Convocation
& Exposition**
April 21-24, 2018
Hyatt Regency
Orlando, Florida

**Exhibitor-Sponsor
Prospectus**
Exhibit Dates: April 22-23, 2018

*New **Fresh** Look,
Same Mark of
Excellence*



WWW.ACHCA.ORG



Hotel Accommodations

Hyatt Regency Orlando, Florida
9801 International Drive | Orlando

Once you've made your commitment, please secure your hotel reservations by **April 5, 2018**. Your commitment as a vendor does not guarantee your hotel accommodations. The group rate starting at \$209 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,

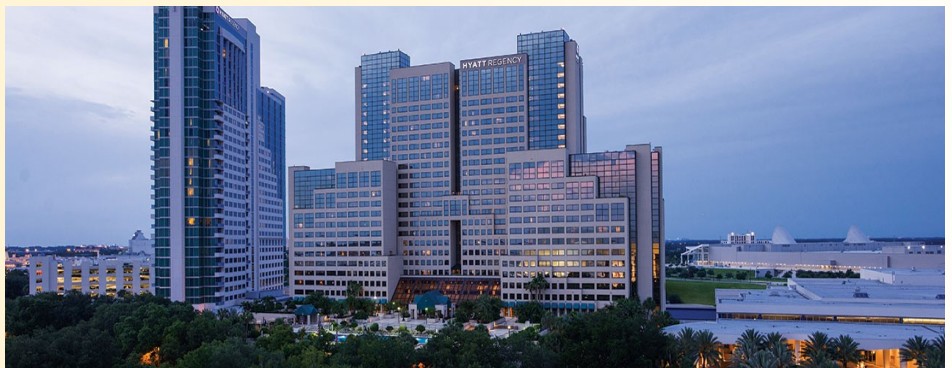
Founded in 1962, the American College of Health Care Administrators (ACHCA) is the only professional association devoted solely to meeting the professional needs of today's post-acute and long term care administrators and executives. Focused on advancing leadership excellence, ACHCA provides professional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

We invite you to join us at ACHCA's 52nd Annual Convocation & Exposition 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 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 52nd Annual Convocation & Exposition, 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 Orlando!



WWW.ACHCA.ORG

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

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 luncheon 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

EVENTS BELOW IN EXHIBIT HALL

*Times subject to change

Exhibit Space Move-In

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

Sunday, April 22, 2018 1:30pm – 5:00pm

Chairs Networking Reception

Sunday, April 22, 2018 6:00pm – 8:00pm

Networking Breakfast

Monday, April 23, 2018 7:30am – 8:30am

Networking Lunch | Exhibits Open

Monday, April 23, 2018 11:45am – 1:30pm

Exhibit Space Move-Out

Please do not start tear down until 1:45pm. **Early tear down will incur a fee of \$250.**

Monday, April 3, 2018 1:45pm – 5:00pm

Idea Exchange

Monday, April 23, 2018

1:30pm—3:00pm

\$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 two company representatives including access to education sessions. Additional registrations, event tickets and CE credit badge upgrade can be purchased at an additional cost.
- 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 not be available for rental.

Kiosk Exhibit Space

\$2,250

Sign up before February 1, 2018 for discount pricing **\$2,250 after February 1, 2018**

Exhibiting companies receive:

- A 42" high white counter top, 2 padded high stools with backs, waste basket, and meter sign with your color logo. Exhibit kiosk space is 3.5' x 2.5'
- **Note:** Exhibit space is limited to a standalone kiosk, please do not ship displays and banners. Display materials and items must fit on 3.5' x 2.5' counter space.



Pipe & Drape Space

\$2,500

Sign up before February 1, 2018 for discount pricing **\$2,500 after February 1, 2018**

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.



The Idea Exchange



Session Information

The Idea Exchange can be added to the exhibit package for the 2018 Convocation and Exposition.

The Idea Exchange sessions appear in the conference schedule on Monday, April 23. Each session is 90 minutes in length and provides 1.5 CE to the attendees.

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, April 23, 2018

1:30pm—3:00pm

Times are subject to change.

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 upon registration.

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 space with priority placement
- Opportunity to present an Idea Exchange session
- Listed on trade show and event signage, the onsite conference program and ACHCA website.

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

- Half page ad placement in program
- Exhibit space 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 kiosk.
- Listed on trade show and event signage, the onsite conference program and ACHCA website.

Awards Program & Celebration Luncheon - \$25,000-Sole Sponsorship

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

- Opportunity for promotional piece or product sample/gift in attendee bags or at the luncheon
- Announcement highlighting your company
- Ten tickets to the luncheon
- Signage (22x28) at the event with your company logo
- Company logo placed on awards luncheon 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 Sunday evening.

- Signage (22x28) at the event with your company logo
- Opportunity to place promotional piece on tables at the reception
- Announcement at event highlighting your company
- Food and beverage marketing opportunities at event to promote company to ACHCA membership

Opening General Session/Keynote Speaker - \$10,000

Have the spotlight at this well attended session.

- Signage (22x28) at the event with your company logo
- Opportunity to place promotional piece or product sample/gift on tables during Convocation.
- Introduction of the keynote speaker

Lunch in the Exhibit Hall - \$10,000

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

- Signage (22x28) at the event with your company logo
- Opportunity for a one-page promotional piece on tables at the luncheon.
- Announcement in the exhibit hall during the luncheon honoring your company

Professional Advancement Lunch - \$5,000

Showcase your company in the presence of influential leaders of ACHCA at this special lunch on Sunday.

- Signage (22x28) at the event with your company logo
- Opportunity to briefly highlight your company during the luncheon on Sunday

Track Program - \$2,500

Chapter Leadership or Certification Bootcamp

Stay tuned for more information about this opportunity

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

Board of Directors' Event- \$2,500

Dinner Only - \$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 (22x28)
- Opportunity to distribute promotional piece or product sample/gift at board meeting
- Two company representatives will dine with the board members at dinner.

Fundraiser Event - \$5,000

Stay tuned for more information about this opportunity

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

Student Poster Exposition - \$3,500

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

- Signage (22x28) in the poster exhibition area
- Meet and greet opportunity with the students
- Gift for student presenters

Sponsorship Opportunities

Networking Breakfast - \$3,000

2 Remaining

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

- Signage (22x28) at the breakfast with your company's logo
- Opportunity to distribute promotional piece or product sample/gift at breakfast

Past President & Chair's Breakfast - \$2,500

Receive the attention of the influential leaders of ACHCA at this elite breakfast.

- Signage (22x28) at the event with your company logo
- Opportunity to briefly highlight your company during the breakfast on Monday morning

Totebags - \$2,250

Your logo will appear on the conference totebag.

Lanyards - \$2,000

Your logo will appear around the neck of each attendee.

- Company logo/name on the lanyards

Award Winner Gift Bags - \$1800

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

Mentoring Program Event - \$1,500

Stay tuned for more information about this opportunity

- Signage (22x28) at the event with your company logo
- Opportunity to briefly highlight your company

Student Mixer - \$1,750

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

Refreshment Break - \$1,500 (2 remaining)

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

- Signage (22x28) in the break area with your company's logo

Conference Program Sponsor - \$1,250

- Full page ad on inside cover of program and logo on front cover.

Daily Highlight Emails - \$1,000

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

Speaker Gifts - \$800

- All speakers will receive a branded gift with logo.

Conference Entertainment - \$750

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

Name Badge Sponsor - \$500

Available to all ACHCA Chapters

- Logo provided on name badges of all attendees.

Stand Alone Sign - \$400

- Your company logo with information will be on signage (22x28) in high traffic areas.

Registration Sponsor - \$350

- Signage (22x28) at the registration desk with your company's logo.

Relax and Recharge Lounge Area - \$300

- Signage (22x28) with your company's information at this comfortable seating area with power hookup

Charging Station - \$150

- Signage (22x28) with your company's information at charging station.

Education Program

Choose Your Level

Support the education programming of the conference.

- Education Supporter Signage

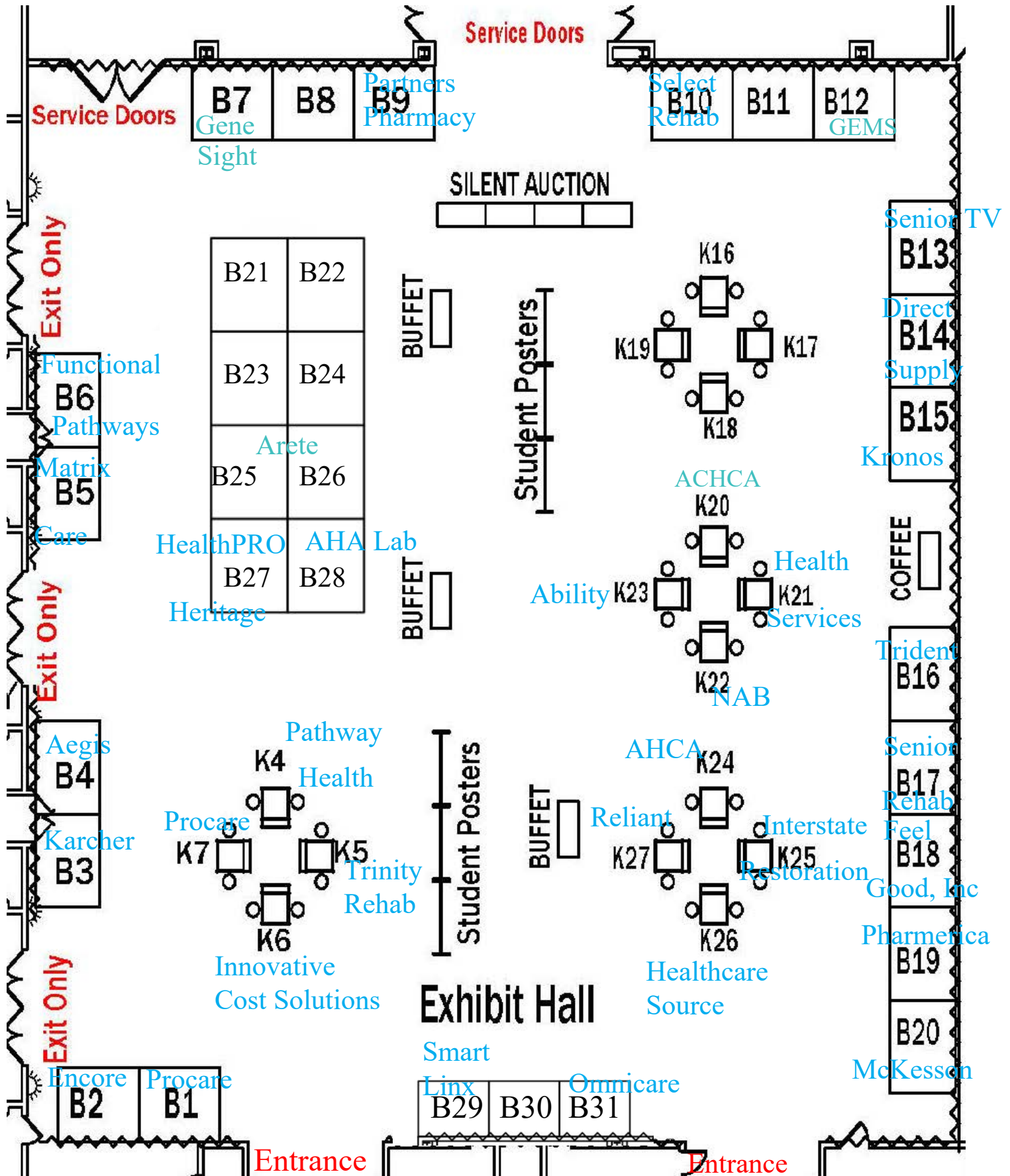
Door Prizes - Amount Varies

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
___ 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





52nd ANNUAL CONVOCATION & EXPOSITION

April 21-24, 2018 | Hyatt Regency | Orlando, FL

Sponsorship Contract - Submit by March 1, 2018

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 Heidi Henson
hhenson@achca.org**

PAYMENT INFORMATION

Agreements with full payment are due by March 1, 2018.

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 (866) 874-1585

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.)

- Awards Luncheon Exclusive \$25,000
- Chapter Supporter \$5,000
- Chair's Welcome Reception \$20,000
- ~~Opening General Session/Keynote Speaker~~ \$10,000
- Lunch in Exhibit Hall \$10,000
- Professional Advancement Lunch \$5,000
- Track Program \$2,500
- ~~Board of Directors' Event~~ \$2,500
- ~~Fundraiser Event~~ \$5,000
- ~~Student Poster Exposition~~ \$3,500
- Networking Breakfast \$3,000
- ~~Past President & Chair's Breakfast~~ \$2,500
- Mentoring Program Event \$1,500
- ~~Lanyards~~ \$2,000
- ~~Student Mixer~~ \$1,750
- Refreshment Break \$1,500
- ~~Conference Program~~ \$1,250
- ~~Daily Highlight Emails~~ \$1,000
- ~~Speaker Gifts~~ \$800
- ~~Conference Entertainment~~ \$750
- ~~Name Badge Sponsor~~ \$500
- Stand Alone Sign \$400
- ~~Registration Sponsor~~ \$350
- ~~Relax and Recharge Sponsor~~ \$300
- ~~Charging Station~~ \$150
- ~~Conference Photo Bags~~ \$2,250
- ~~Award Winner Gift Sets~~ \$1,800
- ~~Education Program~~ \$ _____
- 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 such 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 January 1, 2018, 50% of total deposit will be assessed. There are NO refunds after March 1, 2018.



Exhibit Rules & Regulations

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 specified in the prospectus. No exhibit may be installed after the exhibition opens, unless approved by Show Management. Exhibit kiosks 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 kiosks 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.

2. Liability: The exhibitor agrees to fully protect, indemnify, defend and save ACHCA, Hyatt Regency Orlando, the city of Orlando, the state of Florida, 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, Hyatt Regency Orlando, the city of Orlando, the state of Florida, its employees and agents.

3. Insurance: Exhibitors acknowledge that ACHCA and the Hyatt Regency Orlando 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.

