

Exhibitor Registration

2012 PHCA/CALM Annual Convention
Valley Forge Casino Resort

King of Prussia, PA
November 13 & 14, 2012



New location
No sessions during exhibit time
More attendees expected
because of location
Expanded exhibit hall

EXHIBITOR REGISTRATION PACKET



Casino will open Spring 2012!



**Grow your
business with
Pennsylvania's
Premier Long Term
Care Association**

Join an anticipated record setting number of convention attendees at the PHCA/CALM 2012 Annual Convention and Trade Expo for nursing home, personal care, assisted living, home health and hospice professionals, November 13 & 14 at the Valley Forge Casino Resort.

An Invitation...

Join the Pennsylvania Health Care Association (PHCA) and Center for Assisted Living Management (CALM) for the Annual Convention and Trade Expo at the recently renovated and expanded Valley Forge **Casino** Resort on Tuesday, November 13, and Wednesday, November 14, 2012. Last year's trade show was our most successful yet and we expanded the options you liked the best.



Your participation in the trade show provides you with a cost-effective venue for face-to-face sales opportunities with your customers in Pennsylvania, and it also shows your support for the long term care community.

This year the exhibit hall will feature options, including:

- **More attendees than ever before are expected** due to a reduced pricing structure and the casino location. We will again be offering educational attendees the most cost-effective way to earn credits.
- **NEW both Tuesday and Wednesday nights are Make Your Dinner Plans with Attendees.** Tuesday and Wednesday evenings will be open for exhibitors to entertain attendees. An attendee list, with emails, will be sent to you three weeks prior to the show for you to contact prospective new clients and reach out to existing customers.
- **Martini Bar**, Tuesday evening will again feature a martini bar sponsored by Mobile X-Ray Imaging, Inc.; Brockie Pharmatech,; Diagnostic X-Ray Service, Inc.; and Physicians Mobile X-Ray, Inc. Also on Tuesday there will be a PHCA/CALM bar and hors d'oeuvre station.
- **Wednesday Exhibit Treats**, the exhibit hall will offer attendees three featured booths for their enjoyment where they can stop by and enjoy a well recognized Philadelphia-area specialty.

Everything you need to know to participate is contained within these pages, including exhibit hours and special benefits. We look forward to seeing you at the Valley Forge Casino Resort!



Choose from **three levels of booths** - Prime Traffic, High Visibility and Standard. We have built in special booths for attendees to stop by and enjoy appetizers and beverages. We will also host our Opening Welcome Reception with cocktails and appetizers, which will be held on Tuesday in the exhibit hall.

There are NO educational sessions during exhibit times. Attendees will not feel pressured to choose between educational sessions and making connections in the exhibit hall. Exhibitors will have time to attend sessions and network outside of the exhibit hall.

New this year, exhibitors are welcome to attend educational sessions!

☞ LEVEL 1: Prime Traffic Booths

Prime traffic booths are by **far** our best exhibitor locations - they offer the most visibility. If you want your company to get noticed by the highest number of attendees, choose a Prime Traffic Booth! Don't delay, register for the best space in the exhibit hall today!

Prime Traffic Booth Fees

Member - \$1,650

Non-Member - \$2,250

☞ LEVEL 2: High Visibility Booths

High visibility booths are another great choice for excellent attendee traffic. They are located in the center of the exhibit hall. Don't miss your chance to reserve one of the high visibility booths in our exhibit hall. Act quickly, these are the first to sell out!

High Visibility Booth Fees

Member - \$1,450

Non-Member - \$2,050

☞ LEVEL 3: Standard Booths

Don't miss your chance to exhibit at the 2012 PHCA/CALM Trade Exposition at one of our standard booths. In the regular booth area on Tuesday, there will be a complimentary PHCA/CALM bar and beverage center that attendees will visit and a booth designated for appetizers. On Wednesday, attendees will be gathered around that same area to enjoy a variety of Philadelphia-themed cuisine.

Regular Booth Fees

Member - \$1,350

Non-Member - \$1,950

To Register, view a map of the exhibit hall, and see the locations of Prime Traffic, High Visibility, and Standard booths - visit

<http://tradeshow.phca.org/>

Who Should Exhibit

Any company that has a product and/or service for a nursing facility, assisted living residence, personal care home, home health care, or hospice such as:

- Accounting specialists
- Ancillary companies/therapies
- Architects/construction/civil engineers
- Clinical and healthcare consulting
- Clothing and textiles
- Computer hardware/software
- Food service management and equipment
- Financial services, bonds, leasing companies
- Furnishings/fixtures
- Information systems/services
- Mobile x-ray/diagnostic units
- Patient lifts
- Psychological therapy
- Pharmaceutical/medical supplies
- Physical, occupational, and speech therapies
- Rehab management
- Specialized training
- Staffing solutions
- Transportation companies
- Telecommunications and security systems

Special Exhibitor Benefits

- ◆ Free stuffer into the Convention Welcome Kit
- ◆ Complimentary listing as an exhibitor in the 2013 Membership Directory
- ◆ 12-month listing in the Online Virtual Exhibit Hall
- from November 2012 to October 2013.



Exhibitors who sign up before February 29, 2012, receive an additional 8 months; they will be listed from March 2012 to October 2013 in the Online Virtual Hall

- ◆ Receipt of list of all conference attendees, including email, in Excel format, approximately three weeks in advance of the Trade Show and three weeks after.
- ◆ PHCA/CALM Exhibitor Game - Convention attendees will circulate to all trade show booths with their game card to be eligible to win an association sponsored prize.
- ◆ Prize for Best Decorated Booth - Exhibitors are encouraged to decorate their booth both Tuesday and Wednesday, theme will be announced soon!



Tentative Exhibit Schedule

Exhibitors must be in their booths during all publicized exhibit hours. As a courtesy to other exhibitors and to attendees, exhibitors will not be allowed to tear down their booth until the close of the trade show at 12:00 pm on Wednesday, November 14.

All of the exhibit hours are dedicated, there are NO educational sessions offered at the below times. Attendees will not feel pressured to choose between educational sessions and making connections in the exhibit hall. Exhibitors will have time to attend sessions and network outside of the exhibit hall.

Tuesday, November 13, 2012

10:00 am - 4:00 pm

Exhibitor Move-In/Set Up & Registration

5:00 pm - 7:00 pm*

Exhibit Hours

Chair's Welcome Reception - NO SESSIONS AT THIS TIME

Wednesday, November 14, 2012

10:00 am - 12:00 pm*

Exhibit Hours - *NO SESSIONS AT THIS TIME*

12:00 pm - 1:30 pm

Exhibitor Tear Down

* Tentative exhibit hours, subject to change



Register Online

Exhibit with PHCA/CALM at the Valley Forge Casino Resort on November 13 & 14

- Visit <http://tradeshow.phca.org/> to register for your booth online!
- See what booths are available in real time and who your neighbors are
- View and print the floor plan
- Print a roster of all registered exhibitors
- You will receive a confirmation that your booth payment was accepted after you click "register." If you would rather print, sign and mail your registration form/payment, please print the registration form on page 7. A confirmation will be mailed to you.

Payment & Cancellation Policies

- ◆ Full payment must accompany the contract in order to hold booth space. Booths will only be assigned upon receipt of a completed contract and full payment. Booths will be assigned on a first-come, first-served basis with PHCA/CALM members receiving priority.
- ◆ Cancellations received in writing by September 21, 2012, will receive a 50% refund.
- ◆ No refunds will be given for cancellations after close of business September 21, 2012.

THE EXHIBIT HALL AND YOUR BOOTH

The exhibit hall will house a total of 169 exhibit booths (10' wide x 8' deep).

Please note that your booth area will NOT be carpeted, only the aisles are carpeted.

Carpet may be ordered through General Expo Services (see below for contact information).

Your exhibit booth includes:

- ✓ 8' high background and 3' high side divider drapes
 - ✓ Standard Sign - will include company name and booth number
 - ✓ (1) 6' wide x 30" high table with pleated skirting
 - ✓ Two folding chairs
 - ✓ Wastebasket
- ◆ Exhibitors are responsible for renting additional supplies and carpet directly from General Expo Services, our chosen trade show contractor.
 - ◆ Electricity is provided directly from the hotel. Order forms will be sent with your confirmation.
 - ◆ More details regarding shipping will be detailed in your confirmation packet.

For more information, contact: www.generalexposition.com



Hotel Accommodations

Valley Forge Casino Resort

www.radissonvalleyforge.com

www.vfconventioncenter.com

www.vfcasino.com



Address: 1160 First Avenue, King of Prussia, PA

Phone: 610-265-1500

To receive the special rate of \$119/night plus 6% sales tax and 2% occupancy tax, please mention you are with the PHCA/CALM Convention and Trade Show & make your reservation before October 29, 2012.

Parking - Parking at the Valley Forge Convention Center Complex is free.

Travel - By Air: Most major airlines fly frequently into Philadelphia International Airport, which is a comfortable 30-minute drive to Valley Forge. Hourly shuttle service is available from the airport to the Valley Forge. For shuttle reservations, contact Tropiano Transportation at 800-559-2040 or www.tropianotransportation.com/shuttle to make a reservation. Budget Car Rental is on premises at the Valley Forge.

By Train: AMTRAK offers frequent service to Philadelphia's 30th Street Station. It is a convenient 15 minute drive to the Casino Resort. Rent a car or contact Tropiano Transportation at 800-559-2040 or www.tropianotransportation.com/shuttle for shuttle reservations.

By Automobile: Driving directions to Valley Forge Casino Resort are available through www.vfconventioncenter.com/directions.htm.