


Personal Care/Assisted Living Educational Summit

EXHIBITOR REGISTRATION BROCHURE

Thursday, March 25, 2010 • Sheraton Harrisburg Hershey



*Only 12 booths
available!
Register today!*

***Let your business SOAR to new heights
by exhibiting with CALM at our PC/AL Summit!***

Why Should I Exhibit?

- 350 attendees expected—many of which are the decision makers
- Only 12 booths are available—high attendee to exhibitor ratio of 44/1 in 2009
- High quality educational sessions offered on key topics essential to assisted living/personal care home operations—7 CEUs in one day at an affordable rate
- Topics range from the looming new assisted living regulations, updates from state government regulatory agencies, how to offer 5 STAR customer service, the latest marketing strategies in a tough economy, and a motivational closing keynote speaker
- Received RAVE reviews from last year's exhibitors, BEST comments in 10 years for a PHCA/CALM educational vendor show
- In addition to our dedicated exhibit times are spread throughout the day, attendees visit booths during phone call and individual bathroom breaks.

Exhibit Times

Thursday, March 25, 2010

7:30 - 8:30 AM	registration
10:00 - 10:15 AM	break
12:15 - 12:45 PM	lunch
1:45 - 2:00 PM	break
3:00 - 3:15 PM	break



Move Your Company Onward and Upward by Exhibiting at the PHCA/CALM Personal Care/Assisted Living Summit

The sky is the limit!

If you are a company that has products or services for the Pennsylvania personal care/assisted living industry, then you cannot afford to miss the chance to exhibit at the upcoming 3rd Annual CALM Personal Care/Assisted Living Summit. We expect approximately 350 attendees in Harrisburg on Thursday, March 25 attending the Summit learning from top industry speakers and want to learn about how your company can help their bottom line! In these challenging economic times administrators need quality education at affordable prices and CALM is meeting those needs! We need your help in educating our audience on the latest products and services your company has to offer.

Don't delay, register today - space is LIMITED TO ONLY 12 BOOTHS!

What is included with my booth?

- Standard 6 foot draped table
- Two folding chairs
- Wastebasket
- **Complimentary Quarter Page Color Ad in PC/AL Summit Program Book** - *ad specs. sent after confirmed exhibitor*
- Two complimentary tickets to the buffet luncheon - additional tickets will be available for purchase at the Summit if necessary.
- **Member exhibitors who register for the PC/AL Summit will be entitled to a 10% discount on their Annual Convention Trade Expo booth** on September 14 & 15, 2010 at the Seven Springs Mountain Resort.



Tips for Exhibitors

- Conduct your own door prize drawing in your booth. Popular items are electronics and items for personal use (as opposed to facility use). This is also a great way to get attendees' business cards for follow up!
- Bring 400 giveaways to have enough for every attendee. Popular items are candy, pens, notepads, magnets, sample products, tote bags, or items that parents and grandparents can take home for kids.

Hotel Accommodations

- Make reservation by Thursday, March 11 at 1-800-325-3535 by mentioning PA Health Care Association or by logging onto the below link.
<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1001067447&key=8DD36>
- A negotiated room rate of \$119 per night (plus state and local taxes) is available to attendees. Be sure to mention "PHCA" when making the overnight room reservation to receive the special rate.
- Deadline for making overnight accommodations is **Thursday, March 11, 2010.**
- Sheraton Harrisburg/Hershey, 4650 Lindle Road, Harrisburg, PA 17111
(Conveniently located under 3 miles from the Harrisburg East PA Turnpike exit)

Business Partner Membership



Is your business currently a nonmember? Don't pay the higher nonmember booth fee - join today and pay only \$475 for your booth, in comparison that's a \$575 savings over the nonmember booth rate! We are looking to get your products and/or services in front of the assisted living/personal care home industry decision makers in Pennsylvania. PHCA/CALM has **many** ways to help you achieve this, call today to find out how!

Annual business partner dues are only \$535! Membership also entitles you to special member discounted exhibit rates for the Annual Convention and Trade Expo being held at Seven Springs Mountain Resort on September 14 & 15, 2010. Contact Jennifer Hoffman at 717-221-7940 to discuss membership benefits today and see the value that PHCA/CALM membership holds!

Exhibiting Registration Form

Name: _____ Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____ Member: Yes _____ No _____

Price

Member	\$475
Nonmember	\$1050

Total amount enclosed: \$ _____

Check made payable to PHCA Visa/MasterCard/Discover

Credit card number _____ - _____ - _____ - _____

Expiration ____ / ____

*If paying by **credit card**, please **fax** this completed form to: PHCA at 717-221-8687.*

*Or, if registering with a **check**, please **mail** to: PHCA, 315 North Second Street, Harrisburg, PA, 17101.*

If you have special dietary needs, please contact PHCA. Cancellations received by March 12 will receive a full refund minus a \$25 administrative fee. No refunds will be made for cancellations after this date unless booth is resold. Registrants who do not cancel and do not attend will not receive any refund. Call 717-221-7932 to cancel.