



IGNITE 2022

PHCA AL/PC SUMMIT

SPONSORSHIP AND EXHIBITOR PROSPECTUS

**Tuesday, March 22, 2022
Spooky Nook Sports Complex
Manheim, Pennsylvania**



IGNITE 2022

PHCA AL/PC SUMMIT

About IGNITE 2022

Mark your calendar and join us in person Tuesday, March 22 for IGNITE 2022 - PHCA's totally reimagined AL/PC Summit - at an all-new location: Spooky Nook Sports in Manheim!

Historically, this live, one-day event has attracted nearly 400 registrants from across the Commonwealth's assisted living and personal care sector. This year, our totally reimagined PHCA AL/PC Summit is designed to help our caregivers rediscover and reignite their passion for senior living.

This year's event offers three top-notch keynote sessions, nine breakout sessions, networking opportunities and plenty of exhibit time to help you network with attendees.



About PHCA

At the Pennsylvania Health Care Association (PHCA), we are proud of our reputation as the commonwealth's leading advocacy association, representing Pennsylvania's most vulnerable residents and their providers of care.

With offices in Harrisburg, just steps from our state Capitol, we advocate each and every day on your behalf. Our mission is to advocate for our more than 400 member facilities in the pursuit of a robust, high-quality, resident-centered continuum of long-term care.

We are dedicated to advancing and elevating the work of our members and are deeply vested in their long-term success.

*For exhibit and sponsorship questions, please contact
Michelle Wescott at 301-850-1043 or mwescott@discoverSB.com.*

Who Will Attend?

Expected Attendance: 250 attendees

IGNITE 2022 is designed to offer state-required in-person continuing education credits (CEUs) for Pennsylvania's assisted living and personal care leaders, including:

- Executive Directors
- Department Managers
- Corporate Leadership and Decision Makers

Attendees will have the opportunity to earn up to six CEUs from attending nine breakout sessions and three top-notch keynote session presenters.

Why Exhibit?

ACCESS

More than 250 of Pennsylvania's assisted living and personal care leaders and managers in one location!

AWARENESS

Ensure that assisted living and personal care leaders remember your company name and products by keeping your name and products in front of them at all times.

EDUCATE

Take advantage of hands-on access at your tabletop to educate and engage with attendees.

NETWORK

Collaborate and network with like-minded assisted living and personal care leaders and managers. Enhance relationships at IGNITE 2022.

Past Exhibitors

Aculabs	Five Boro Printing	Medical Accessories Solutions
BABB	Forbo Flooring	Medspack
Barclay Water Management	Gatter & Diehl, Inc	Mobility City
Brockie	Geiger	Northeast Protection Partners
Brockie Pharmatech	Genesis Rehab Services	Partners Pharmacy
Brown & Brown	GrapeTree Medical Staffing	Pharmcare USA
Calmoseptine	Guardian Medical Monitoring	PharMerica
CareOptions	Hampton Consulting	Physician's Mobile X-Ray
CBIZ	Hartman Executive Advisors	Point Click Care
Classy Pal	Healthcare Services Group	Reinhart Foodservice
Compass Home Dialysis	HealthDirect Pharmacy	Remedi SeniorCare
Compassus Hospice	Horst Construction	Senior Living Software
Contract Pharmacy Services	HPSI	Serenity Hospice Care
Diamond Pharmacy Service	Integrated Medical Transport	ServPro
DinnerWEARhc, Inc	IPPC Pharmacy	Tabula Pro
Dynatech Generators	Johnson's Pharmacy	Titan Mobile Shredding
EarlySense	Kennedy PC Law Offices	
Eastern Diversified Services	Keystone Fire Protection	

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Exhibitor Pricing

Join us on Tuesday, March 22 from 7:30 a.m. to 4 p.m. with a tabletop exhibit.

**PHCA Associate Members
and Business Partners** **\$995**

**Future PHCA Associate Members
and Business Partners** **\$1,255**

Exhibitor pricing includes:

- Six-foot table with tablecloth, if needed
- Two chairs
- Two complimentary exhibitor registrations
- Breakfast and lunch with attendees
- Opportunity to attend keynote and breakout sessions
- Participation in the exhibitor passport
- Post-attendee list with names and mailing addresses

Need electric? It can be added to your tabletop exhibit for an additional \$50.

Exhibitor Schedule

Exhibitor Setup

Monday, March 21 5 p.m. to 7 p.m.
Tuesday, March 22 6 a.m. to 7 a.m.

Exhibitor Hours

Tuesday, March 22

- registration and breakfast with exhibitors 7:30 a.m. to 8:45 a.m.
- lunch and networking with exhibitors 12:15 p.m. to 1:30 p.m.
- networking break with exhibitors 3:45 p.m. to 4 p.m.

Exhibitor Breakdown

Tuesday, March 22 after 4 p.m.

On-Site Hotel Accommodations

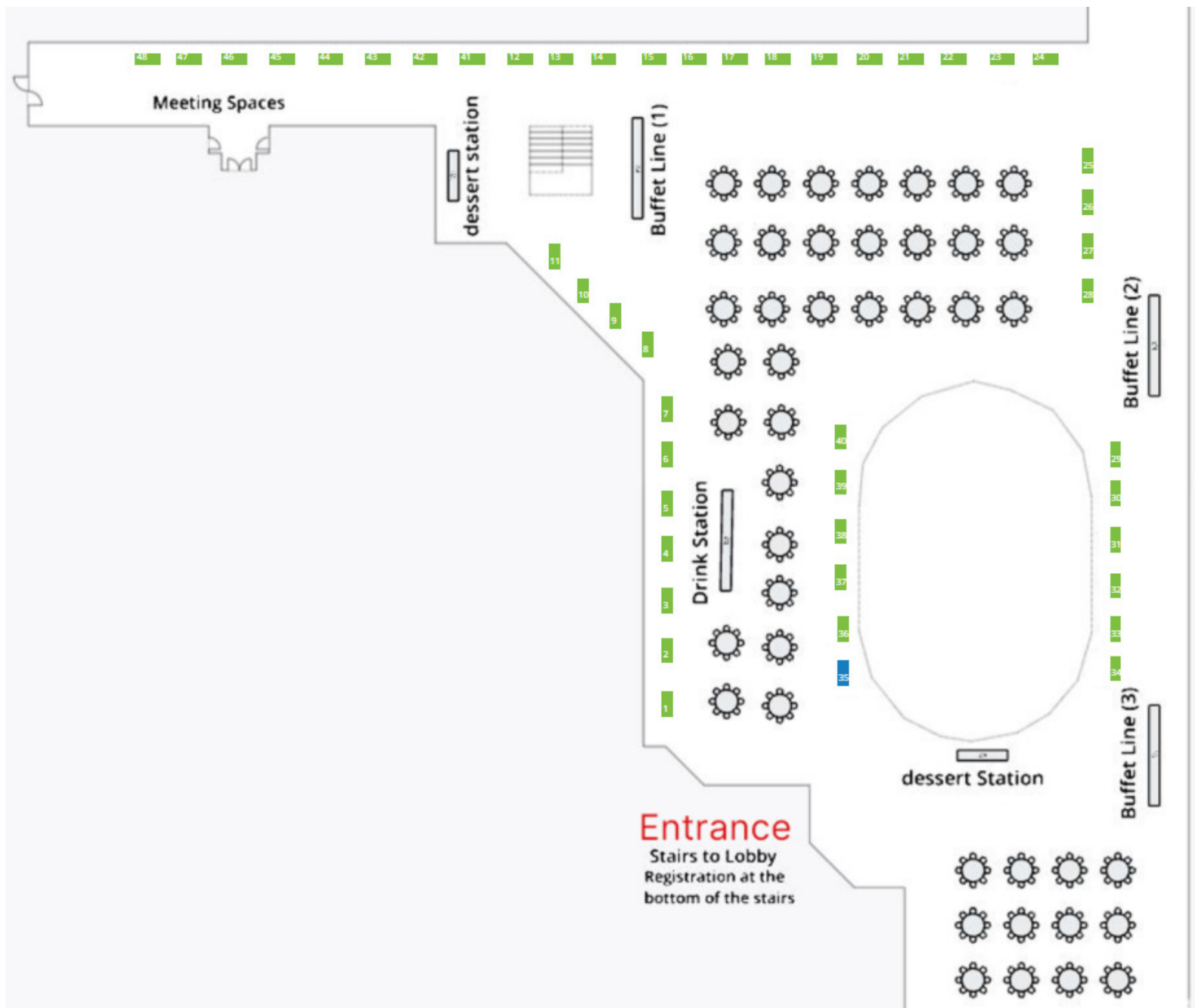
Book your stay at the Warehouse Hotel - Spooky Nook Sports' on-site accommodations - and take advantage of our special rate of \$109 per night. To make your reservation, click [here](#) and use the group code 8155 to take advantage of our special rate.

All reservations must be confirmed no later than Friday, March 4.

Hotel cancellation policy: All cancellations must be made 72 hours in advance. No shows will be charged.

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Exhibitor Floorplan



Steps to Reserve Your Booth

- Step 1: Click [here](#) to access our expo floorplan portal.
- Step 2: Choose an available tabletop.
- Step 3: Confirm your selection and reserve your tabletop via our online portal.

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Sponsorship Opportunities

Premier IGNITE Sponsorship – three available

\$5,000 each

Pre-Event Promotion

- Company name and logo on the IGNITE 2022 landing page
- Company logo in pre-event promotional email
- Social media promotion on LinkedIn
- Pre-conference registration list including registrant names and mailing addresses

Event Branding and Access

- Featured tile ad on the IGNITE 2022 landing page
- :30 second video commercial or ad to be played prior to the start of session and company
- information placed on the tables during one general keynote session
 - Welcome to IGNITE 2022!
 - Coloring Outside the Lines: Innovation and Creative Problem Solving
 - Brand Differentiating Service | Delivering an Elevated Experience
- Tabletop exhibit at IGNITE 2022

Post-Event Outreach

- Featured logo on post Ignite Evaluation survey
- Featured logo in post-event thank you email
- Dedicated post-event email communication

Event Sponsorships

Welcome Reception Sponsor - EXCLUSIVE

\$3,000

Mix and mingle with colleagues from around the state during this networking reception on Monday, March 21 from 6 p.m. to 8:30 p.m. Attendance is typically around 75 people.

Benefits include:

- A brief two-minute introduction at the start of the reception
- Cocktail napkins with your company logo
- Signage with your company name and logo at the event
- Featured logo in pre-event promotional emails

Breakfast Sponsor - EXCLUSIVE

\$2,500

Rise and shine for this breakfast sponsorship! Support attendees with the most important meal of the day. Benefits include:

- Two-minute introduction at the podium to say a few words to attendees
- Acknowledgment of your support will be provided on signage on the breakfast tables, along with the ability to place any promotional materials on the tables.
- Featured logo in pre-event promotional emails

Lunch Sponsor – EXCLUSIVE

\$2,500

Nobody misses lunch! Lunch will be offered as a buffet meal for all attendees. Benefits include:

- Two-minute introduction at the podium to say a few words to attendees
- Acknowledgment of your support will be provided on signage on the breakfast tables, along with the ability to place any promotional materials on the tables.
- Featured logo in pre-event promotional emails

Branding and Advertising

Branded Masks - EXCLUSIVE

\$3,000

The COVID-19 pandemic has fundamentally changed every facet of the way we work - and the way we plan our in-person events. The health and safety of all attendees, speakers and exhibitors is our highest priority. Show your support with your company logo, along with the PHCA logo, on the branded masks. All attendees will receive a mask at registration and masks must be worn for the duration of the event.

Meter Boards – six available

\$1,500 each

Your branding has a captive audience as attendees navigate through the event and see your custom message. Your custom graphic will appear on both sides of the meter board (approximate size - 3' x 8').

Hand Sanitizing Stations – five available

\$1,500 each

Increase your exposure by sponsoring hand sanitizer (hotel-provided stations) placed around the event, in the expo hall, general session area and breakout rooms. Your company logo will be placed on a sign next to the station.

Custom Eblast - eight available

\$1,500 each

Send your custom message out to PHCA members and Ignite 2022 attendees with a custom eblast. PHCA will send two eblast per week in the immediate four weeks before the meeting. This eblast will include your custom text and one linkable graphic. The eblast will be sent to all Summit registrants (expected attendance - 200 attendees).

Exhibitor Passport Sponsor – EXCLUSIVE

\$1,500

Put your company advertisement in the hands of all attendees! The Exhibitor Passport will be a one sheet game that will display your company logo on the front and your company advertisement on the back. All attendees will receive a passport to visit all exhibitors.

Once the attendee's passport is complete, they will turn it in for a chance to win a complimentary registration to the 2022 PHCA annual convention and trade show and a \$100 Amazon gift card.

IGNITE 2022 Agenda Sponsorship – EXCLUSIVE

\$1,000

Display your company name and logo on the one-page agenda all attendees will receive when they arrive at IGNITE 2022.

Tote Bag Insert – six available

\$750 each

Take your message directly to Summit attendees by placing your company information in each conference tote bag. Each flyer should be no larger than 8.5 x 11" single sheet, but may be double-sided.

Terms and Conditions

General Information: The Pennsylvania Health Care Association (PHCA) Assisted Living and Personal Care Summit (AL/PC), exhibit space, and sessions will be held at the Spooky Nook Sports Complex in Manheim, PA. Exhibit booth assignments will be made in the order in which reservations are received. PHCA reserves the right to alter the floor plan and reassign booth space at any time if deemed in the best interests of the exhibition.

All attendees - including exhibitors - will be required to upload proof of COVID-19 vaccination status, such as a vaccine card, to the Accushield online portal no later than Wednesday, March 16, 2022. Access to the portal will be provided at the time of registration. Attendees who do not upload proof of COVID-19 vaccination by Wednesday March 16, 2022 will be required to provide a negative COVID-19 test result dated March 19, 2022, or later, upon check-in to the Summit.

In the event registered attendees fail to either upload proof of COVID-19 vaccination status or provide a negative test in accordance with this paragraph, such registered attendees will not be permitted to attend the Summit and will be asked to leave Spooky Nook Sports.

In an effort to ensure our return to in-person events is as safe as possible, registration will close on Wednesday, March 16. On-site registration and day-of substitutions will not be permitted.

Booth Equipment: All standard tabletop booths include one sign identifying your organization, one six foot table, and two chairs. Nothing may be taped, nailed, tacked or otherwise affixed to any part of the Exhibit Hall without the written consent of the venue. Any property destroyed or damaged by the exhibitor must be replaced in its original condition by the exhibitor or at the exhibitor's expense.

Payment and Cancellation Policy: Full payment is due at the time of invoice. PHCA events will be held regardless of inclement weather. If a participant elects to not attend the event due to inclement weather, no refund or credit will be provided. Participants accept all liability for their own travel choices. Cancellations must be made in writing to the exhibits show manager.

Sponsorships are non-refundable.

No Shows: There are no refunds issued for booth space and all registrations of no-show exhibiting organizations and or booth personnel.

Sales Tax: Exhibitors are responsible for ensuring compliance with local and state sales tax laws in Manheim, PA, USA.

Fire Regulations: All materials to be used in the Exhibit Hall must be nonflammable and conform to the fire regulations of the city of Manheim, PA, USA. Material not conforming to such regulations will be removed at the exhibitor's expense. Engines, motors, or any other kind of equipment may be operated only with the consent of the venue. All door openings and aisles must be kept clear by order of the Fire Marshall. Absolutely no storage of material of any type is allowed behind, beneath, or between booths. Exit signs, fire alarms, and fire extinguishers must be visible at all times.

Music: Exhibitors are prohibited from playing copyrighted music and/or playing any music at a volume that disturbs neighboring exhibitors.

Code of Conduct: Exhibitor representatives are responsible for maintaining a collegial and professional environment for attendees, PHCA staff, venue staff, other exhibitors, and others participating in the AL/PC Convention. Any exhibitors found to be engaging in unethical conduct or detrimental behaviors, as determined at the sole discretion of convention management, will be evicted from the meeting and will forfeit booth rental and other exhibit-related payments.

Security: Although security guards may be provided at the discretion of PHCA, the Exhibitor agrees to retain the sole responsibility at all times for the security of all exhibit materials. Exhibitors are strongly encouraged not to leave items of value unattended in booths.

Staffing, Installation and Dismantling: Each Exhibitor is required to have at least one (1) person monitoring its booth at all times during open hours. Exhibitors are expected to maintain their exhibit space during all open exhibit hours. Exhibit must be set and ready by 7:00 AM on March 22. Exhibitors may not dismantle booths or begin packing until the Exhibit Hall closes on March 22 at 4:00 PM.

Food and Beverages: Any food or beverages dispensed or given away at booths must be approved by PHCA and prepared by the catering services of the venue. For more information, please contact PHCA@DiscoverSB.com.

Rules and regulations may be updated. In this case, you will be notified.