

# 2022 PHCA Convention + Trade Show

## **Exhibitor and Sponsorship Prospectus**

September 13 - 14, 2022

Kalahari Resorts & Conventions  
Pocono Manor, Pennsylvania

# We're back and we're in person!

**Make plans to join PHCA as we come together following two years of completely virtual educational offerings to share proven strategies and expertise with conference attendees from across Pennsylvania who are working to meet the growing challenges and demands of our growing senior population living and thriving in nursing homes, assisted living residence and personal care homes.**

## **About PHCA's Annual Convention + Trade Show**

Throughout the past two years, as the COVID-19 pandemic has impacted – and transformed – nearly every facet of our daily operations, industry leaders are compelled to ask: **what will the future of long-term care and senior living look like?**

As we look to the months and years ahead, long-term care and senior living providers will be forced to change old habits, innovate toward a better future, face new challenges head-on with a fresh perspective, and take action to revolutionize the care they provide to their residents.



## **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.

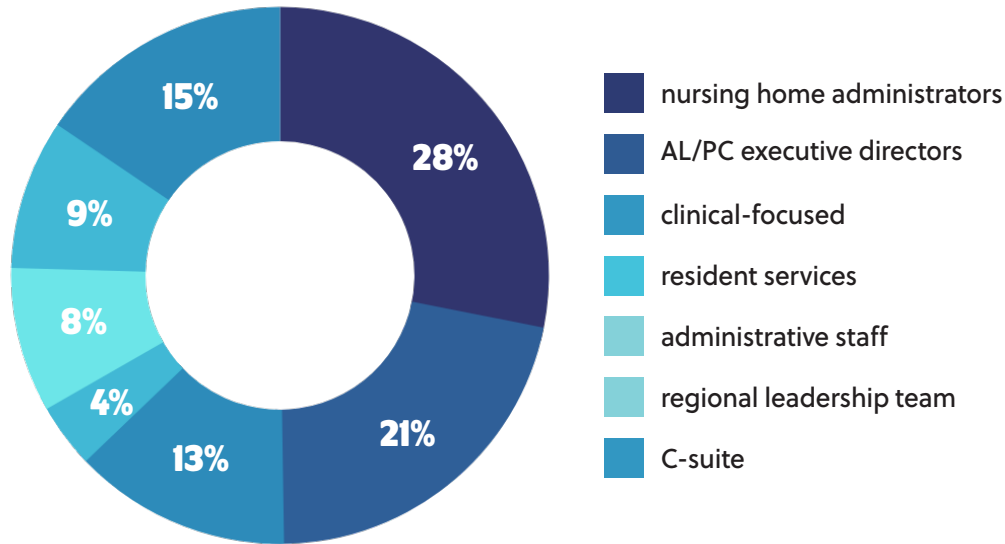
## Who Attends?

### PHCA Convention + Trade Show Attendee Profile At-A-Glance

**550**  
attendees

**350**  
exhibitors

**87**  
speakers



### Convention + Trade Show attendees are interested in learning more about these service categories:

- Ancillary Services (*audiology, dental services, diagnostics, dialysis, housekeeping, laboratory services, rehabilitation / therapy, speech, wound care, etc.*)
- Architecture / Engineering / Construction
- Communication / Monitoring Systems
- Consultants
- Durable Medical Equipment / PPE
- Environmental Supplies and Services
- Executive Search / HR
- Financial Services
- Food Services
- Furniture, Fixtures and Equipment
- Group Purchasing
- Insurance
- IT / Technology
- Legal Services
- Marketing
- Pharmacy Services
- Real Estate
- Safety
- Staffing
- Training / Education
- Transportation

For sponsorship questions, please contact  
Michelle Wescott at 301-850-1043 or [mwescott@discoverSB.com](mailto:mwescott@discoverSB.com).

## Why Exhibit?

<b>ACCESS</b>	More than 500 long-term care and senior living providers in one location!
<b>AWARENESS</b>	Ensure that long-term care and senior living providers remember your company name and products by keeping your name and products in front of them at all times.
<b>EDUCATE</b>	Take advantage of hands-on access at your exhibit booth to educate and engage with attendees.
<b>INFLUENCE</b>	Attendees have significant purchase power with supplies, products and services.
<b>NETWORK</b>	Collaborate, enhance relationships and network with like-minded long-term care and senior living providers.

### **Exhibit Booth Package**

With the purchase of booth space, exhibitors will receive:

- Two conference badges for booth attendees (*additional conference badges may be purchased*)
- 6' table and two chairs
- complimentary exhibitor listing online and in convention + trade show mobile app
- company ID sign
- backdrop and side-rail drape
- carpeted exhibit hall

#### **PRIME BOOTH**

Member price	\$1,950
Non-member price	\$2,720

#### **STANDARD BOOTH**

Member price	\$1,750
Non-member price	\$2,530

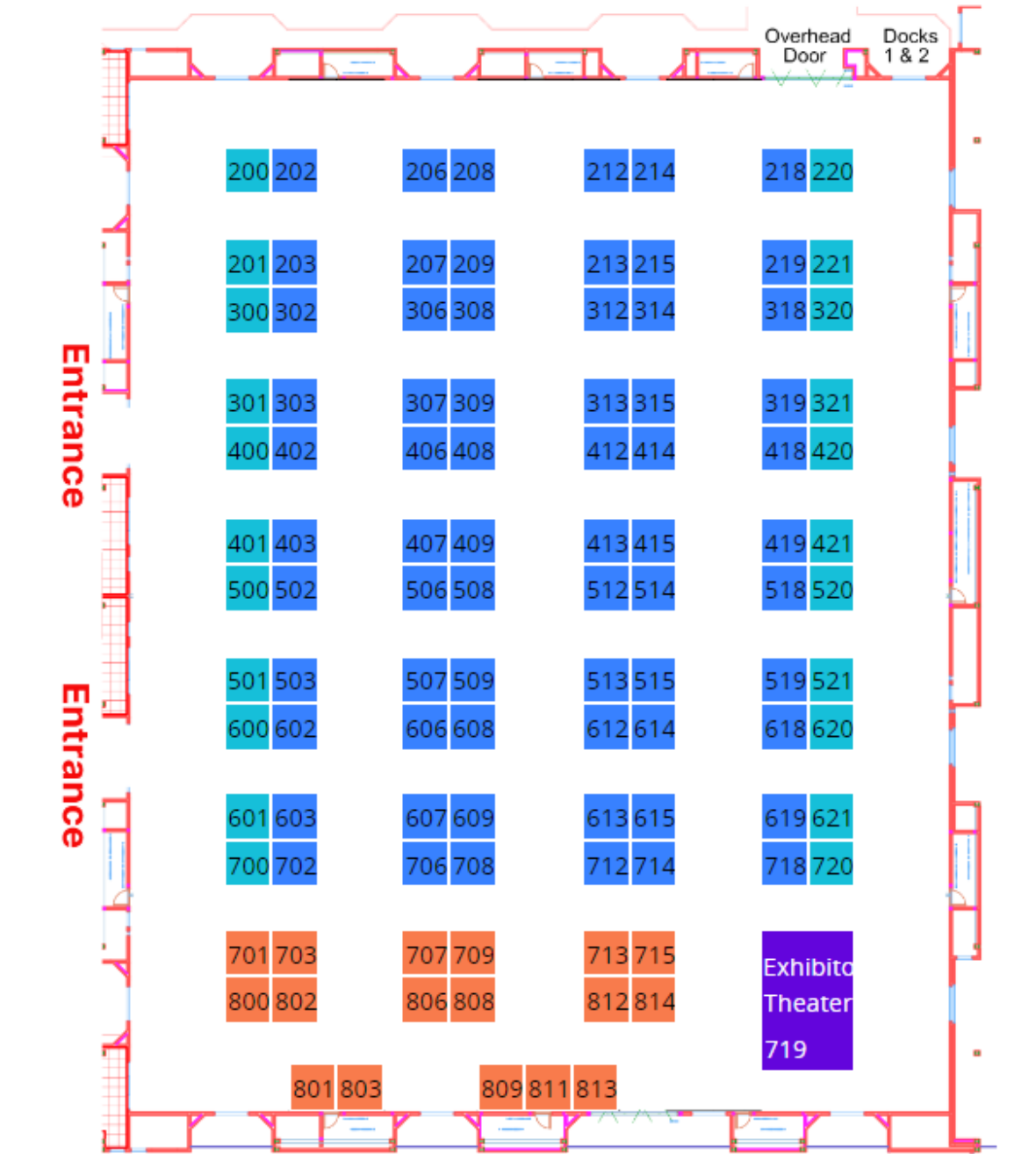
### **Cancellation Policy**

Cancellations made on or before Friday, August 12, 2022, will be subject to a 50% cancellation fee. All cancellations made after Friday, August 12, 2022, will not be eligible for a refund. PHCA events will be held regardless of inclement weather. No refund or credit will be provided if a participant elects not to attend the event due to inclement weather.

Participants accept all liability for their own travel choices.

All cancellation requests must be submitted in writing to [mwescott@discoversb.com](mailto:mwescott@discoversb.com).

## Exhibitor Floorplan



## Reserve Your Booth

- STEP 1** Click [here](#) to visit our online exhibit floorplan.
- STEP 2** Choose an available booth. If you wish to combine booths, please contact the Exhibits Manager.
- STEP 3** Complete your purchase online.

*For sponsorship questions, please contact  
Michelle Wescott at 301-850-1043 or [mwescott@discoverSB.com](mailto:mwescott@discoverSB.com).*

## **Exhibitor Schedule**

### **Installation / Set Up**

**Monday, September 12**

2 p.m. to 6 p.m.

**Tuesday, September 13**

7 a.m. to 9:30 a.m.

### **Expo Hall Hours**

**Tuesday, September 13**

10:30 a.m. to 7 p.m.

**Wednesday, September 14**

10 a.m. to 2 p.m.

### **Dismantle / Tear Down**

**Wednesday September 14**

2 p.m. to 5 p.m.

# Sponsorship Opportunities

## Sponsored Educational Content

### **NEW! Sponsored Learning Session - three available** **\$3,000 each**

By hosting your own 30-minute session, 20 minutes of content plus 10 minutes of Q&A, you can reach attendees in an educational manner. As a session sponsor, you agree to provide your title, description, and presenter(s) to the convention planning committee for review and approval. This session must feature a presenter(s) working in the field of healthcare. These sessions are not eligible for CEUs.

The sessions will be held on Wednesday, September 14 from 1:15 p.m. to 1:45 p.m.

Benefits include:

- Content exposure - *The sponsor provides a speaker and presents the desired topic during the session.*
- Brand awareness
  - One (1) pre-convention eblast, created by PHCA, to all convention attendees promoting all Sponsored Learning Sessions
  - Recognition in the session descriptions on the website and mobile app

### **NEW! Learning Track Sponsor - four available** **\$5,000 each**

Support PHCA learning through your support of an entire educational learning track. PHCA has various educational tracks with sessions in each track. This is a great way to get your message out to a specific audience at Convention.

Sample learning tracks include:

- Clinical
- Workforce
- Operations
- Leadership

As an exclusive sponsor of a selected track, you will receive:

- Company collateral placed on table in session room
- Logo and sponsorship acknowledgment on website and mobile app
- Your logo indicating your support on the learning track meeting room reader board

**NEW! SeniorTalk sessions - eight available****\$1,500 each**

Attendees love these quick educational talks. Host your own 15-minute Senior Talk on a topic of your choice. These talks will occur in the exhibit hall. Attendees can enjoy a quick educational session in this popular format. You provide the teaser information that can draw attendees to your booth for more information. The exhibitor theater is in the exhibit hall which is designed to maximize the attendee experience.

Available Times:

**Tuesday, September 13**

10:45 a.m. to 11 a.m.

12:15 p.m. to 12:30 p.m.

12:45 p.m. to 1 p.m.

3:30 p.m. to 3:45 p.m.

**Wednesday, September 14**

10:15 a.m. to 10:30 a.m.

12:45 p.m. to 1 p.m.

1:15 p.m. to 1:30 p.m.

1:45 p.m. to 2 p.m.

**Sponsored Events****Convention Welcome Video – EXCLUSIVE****\$5,000**

This welcome video kicks off our opening general session and gets attendees excited about the educational sessions and networking opportunities the annual convention has in store!

Benefits include:

- Logo placement at the end of the video
- Your company logo will be displayed on the reader board outside the Opening General Session meeting room
- Recognition in the session descriptions on the website and mobile app

**Opening Night Reception in Exhibit Hall – two available****\$5,000 each**

Mix and mingle with attendees during this welcome reception in the exhibit hall on Tuesday, September 13 from 5 p.m. to 7 p.m. Show your support of the opening night reception inside the exhibit hall with a bar sponsorship. Benefits include:

- Signage with your company logo in Exhibit Hall Area during the event
- Cocktail napkins with the sponsor's company logo
- Recognition in the event descriptions on the website and mobile app

**Breakfast - EXCLUSIVE****\$3,000**

Rise and shine for this breakfast sponsorship available on Tuesday, September 13. Support attendees with the most important meal of the day. Benefits include:

- Acknowledgment of your support will be provided on signage on the tables - 8.5x11" double-sided insert to be displayed on tables
- Placement of promotional materials on the tables
- Recognition in the event descriptions on the website and mobile app

**Beverage & Snack Break – three available****\$1,500 each**

Be remembered for providing the morning or afternoon re-fuel for attendees. Morning and afternoon breaks are available on Tuesday, September 13. A morning break is available Wednesday, September 14. Benefits include:

- Acknowledgment of your support will be provided on signage in the break area
- Ability to place any promotional materials on the tables.
- Recognition in the event descriptions on the website and mobile app



## **Brand Promotion**

### **Meeting Tote Bags – EXCLUSIVE**

**\$6,000**

Put your company name and logo on an environmentally friendly tote bag that attendees continue to use once they return home. Every PHCA convention attendee will receive a tote bag filled with critical convention-related information.

### **Meeting Water Bottles – EXCLUSIVE**

**\$5,000**

Put your logo in the hands of all attendees as they make their way around the meeting! Your company logo will appear on a custom water bottle that each attendee will receive at registration.

### **Convention Lanyards – EXCLUSIVE**

**\$4,000**

Place your name around the necks of all attendees as they navigate through the convention. All attendees will be required to wear their convention badge to enter educational sessions and the exhibit hall. This lanyard with your company name will be with attendees throughout the convention.

### **Sponsored Branded Masks – EXCLUSIVE**

**\$3,500**

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.

### **Charging and Networking Lounge – two available**

**\$3,500 each**

The lounge will feature comfortable seating, charging stations, easy access to the expo hall, general sessions, and registration - two days of terrific visibility! Tent cards will be placed around the lounge with your company name and logo, along with a floor sticker with your custom graphic and the PHCA logo (approx. size 3'x2').

### **NEW! Ribbon Bar – EXCLUSIVE**

**\$2,500**

Create your fun ribbon for attendees! The attendee's first stop is meeting registration. Where PHCA's custom Ribbon Bar is located, your support of the Ribbon Bar will put your name and logo front and center in the registration area for all attendees to see! As a sponsor, you will also create a fun ribbon for attendees to select that can contain your company's logo.

### **Hotel Room Keys – EXCLUSIVE**

**\$2,500**

Put your company's custom branded graphic, along with the PHCA logo, in the hand of every convention attendee! The key cards will be given out at check-in and used to access hotel rooms throughout their stay, a wonderful ongoing reminder of your company and products. The sponsor is responsible for any additional production costs of key cards.

### **Hand Sanitizing Stations Inside Exhibit Hall - EXCLUSIVE**

**\$2,000**

Increase your exposure by sponsoring hand sanitizer stations (four stations) around the expo hall of the convention center. Signage will be placed at each hand sanitizer station with your custom logo (approximate size - 27" x 32").



**Hand Sanitizing Stations at General Session – EXCLUSIVE \$2,000**

Increase your exposure by sponsoring hand sanitizer stations inside the general session room. Signage will be placed at each hand sanitizer station with your custom logo (approximate size - 27” x 32”).

**Hotel Room Drop - EXCLUSIVE \$2,000**

Have your literature or product sample delivered to each attendee’s hotel room on Tuesday, September 13. Add a sweet treat to your amenity room drop created by the Kalahari Culinary Team. The sponsor is responsible for providing the room drop item, and additional hotel room fees apply.

**On-Site Signage**

**NEW! Welcome Billboard - EXCLUSIVE \$5,000**

See your company logo in lights on the Kalahari billboard located along Interstate 380. Attendees will see your company logo alongside the PHCA logo, welcoming attendees to Kalahari for this year’s annual convention + trade show on Tuesday, September 13. *Note: Messaging is subject to change.*

**Registration Floor Stickers – EXCLUSIVE**

Place your custom graphic in front of attendees as they approach the registration counter. These floor stickers will feature your custom graphic along with the PHCA logo. This package includes three (3) floor stickers (approximate size - 3’ x 2’).



**Exhibit Hall Floor Stickers - three available \$1,500 each**

Place your custom graphic in front of attendees as they navigate the exhibit hall area. These floor stickers will feature your custom graphic along with the PHCA logo. This package includes three (3) floor stickers (approximate size - 3’ x 2’).

**Meter Board Advertising - four available \$1,500 each**

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

**Printed Advertising**

**NEW! Tote Bag Product Insert – three available \$2,000 each**

Take your product directly to each attendee with a product sample placement in each tote bag. Each sponsor must provide 600 product samples. PHCA must approve all product samples. *Note: Meeting tote bag sponsorship must be sold to offer bag inserts.*

**Tote Bag Insert - 15 available \$1,000 each**

Take your message directly to PHCA attendees by placing your company flyer in each tote bag. Each sponsor must provide 600 flyers; the flyer can’t be larger than an 8.5” x 11” single sheet but may be double-sided. PHCA must approve all bag inserts. *Note: Meeting tote bag sponsorship must be sold to offer bag inserts.*

### **Pre-Meeting Attendee List**

**\$500 each**

Mail your postcard, brochure, or flyer to all pre-registered attendees. The list contains mailing addresses only (no email). This list is a one-time usage and will be available after Friday, August 12, 2022.

### **Digital Advertising**

#### **NEW! Registration Confirmation Email Banner - EXCLUSIVE**

**\$3,500**

Put your custom graphic banner (linked to an external URL) on every meeting registration confirmation email sent to convention attendees once they register. Your custom graphic will be prominently placed in the registration confirmation email to every attendee. With more than 500 attendees, your company's custom graphic banner will reach them all.

#### **Convention Website Banner Ad – EXCLUSIVE**

**\$3,000**

Display your custom graphic banner on the home page of the convention website. This ad can be linked to an external URL. Your graphic will be seen by all attendees that visit the website.

#### **Eblast**

**\$2,500 each**

Send your custom message out to PHCA members and meeting attendees with a custom eblast. PHCA will schedule to send one eblast per day in the immediate six weeks before the meeting. This eblast will include your custom text and one linkable graphic. The eblast will be sent to all association members (1,700 individuals) and meeting attendees.

#### **“Know Before You Go” Email Banner - EXCLUSIVE**

**\$2,500**

Display your company's custom graphic banner (which can be linked to an external URL) on the “Know Before You Go” email sent to all PHCA convention attendees. This helpful how-to will include all necessary information to ensure all attendees have a successful convention. With more than 500 attendees projected to attend this year's event, your company's custom graphic banner will reach them all.

#### **Daily Update Email – EXCLUSIVE**

Display your company's custom graphic banner (which can be linked to an external URL) on the daily update email that PHCA will be sending out to all convention attendees on Tuesday, September 13th. This email will recap the day and remind attendees of the events the following day. With more than 500 attendees projected to attend this year's event, your company's custom graphic banner will reach them all.



### **Mobile Advertising**

#### **Mobile App Splash Page – EXCLUSIVE**

**\$3,000**

The mobile app keeps attendees informed and engaged during the entire convention. Your custom graphic will be seen by all attendees each time they open the Convention mobile app.

**Silent Auction Handbid App – EXCLUSIVE****\$2,500**

Feature your company logo on the PHCA Political Action Committee (PHCA-PAC) silent auction app for all participants to see. This online auction offers more than \$30,000 worth of gift cards and sports and entertainment memorabilia.

**Mobile Banner Advertisement – three available****\$2,000 each****Schedule Page, Exhibitor Page, Attendee Page**

Create your custom banner advertisement that will appear on the schedule page, exhibitor page or attendee page of the mobile app. This advertisement will be able to link to an external website that attendees can visit.

**Mobile Tile Advertisement – three available****\$1,500 each**

Create your custom tile advertisement that will be on the home page of the convention website. This advertisement will be able to link to an external website that attendees can visit.

**Mobile Push Notifications - three per day available****\$300 each**

Send out text alerts through the event mobile app. With 100 characters, you can remind attendees to stop by your booth, or attend your SeniorTalk.

## **Terms and Conditions**

**General Information:** The Pennsylvania Health Care Association (PHCA) Annual Convention exhibit space, and sessions will be held at the Kalahari Resort and Convention Center in Pocono Manor, 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 provide proof of COVID-19 vaccination status, such as a vaccine card, to attend PHCA Annual Convention and Trade Show.

Attendees who do not provide proof of COVID-19 vaccination will be required to provide a negative COVID-19 test result dated September 10, 2022, or later, upon check-in to the Convention.

In the event registered attendees fail to either provide 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 Convention and will be asked to leave the event.

**Booth Equipment:** All standard 10x10 booths include one sign identifying your organization, backdrop and side rail drapes, carpeted exhibit hall, one six foot table, and 2 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. Cancellations made on or before Friday, August 12, 2022 will be subject to a 50% cancellation fee. All cancellations made after Friday, August 12, 2022 will not be eligible for a refund. 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 Pocono Manor, 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 Pocono Manor, 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 PHCA 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 the installation time listed in the exhibitor service kit. Exhibitors may not dismantle booths or begin packing until the Exhibit Hall closes to attendees.

**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](mailto:PHCA@DiscoverSB.com).

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