

EXHIBITOR PROSPECTUS

# HCLA Annual Home Care Conference



**Transforming  
Care at Home:**

**It's Our Time**



NOVEMBER 3 - 4, 2021  
EMBASSY SUITES HOTEL  
BATON ROUGE, LOUISIANA

[WWW.HCLANET.ORG](http://WWW.HCLANET.ORG)



# CONFERENCE SPONSORSHIP OPPORTUNITIES

*Highlight your company and reach more of your target audience by choosing a conference sponsorship.*

## Gold Sponsor

\$2500

- Table-top exhibit and complimentary registrations for two staff which include admission to all education programs
- Company logo on attendee registration brochure (if received August 16, 2021)
- Distribution of one brochure, flier, or marketing item (pen, notepad, etc.) to all conference attendees (sponsor must supply the materials and marketing item cannot be a lanyard)
- Company name/logo on cover of attendee handout book
- One full page color ad in conference binder
- Company name/logo on registration page of website
- Company name/logo on sponsor page in exhibitor guide, with detailed description
- Two sponsorships of educational breakouts of your choice
- Special recognition at opening session

## Silver Sponsor

\$2000

- Table-top exhibit and complimentary registrations for two staff include admission to all education programs
- Distribution of one brochure, flier, or marketing item (pen, notepad, etc.) to all conference attendees (sponsor must supply the materials and marketing item cannot be a lanyard)
- Company name/logo on cover of attendee handout book
- One full page color ad in conference binder
- Company name/logo on sponsor page in exhibitor guide, with detailed description
- Company name/logo on registration page of website
- One sponsorship of educational breakout of your choice
- Special recognition at opening session

***Additional sponsorships are available for those who want to go above and beyond to make this year's conference better than ever.***

**Keynote Sponsor** - (one available) - \$1850.00

- Table-top exhibit and complimentary registrations for two staff include admission to all education programs
- Opportunity to provide a brief introduction to your company and introduce Keynote speaker during opening session (Wednesday, November 3, 2021, 9:15 am)
- Company name/logo on cover of attendee handout book
- Company name/logo on sponsor page in exhibitor guide, with detailed description
- Company name/logo on registration page of website
- Special recognition at opening session

**Lanyard/Name Badge Sponsor** (one available) - \$1,850.00

- Table-top exhibit and complimentary registrations for two staff include admission to all education programs
- Company name & logo printed on lanyards for attendee name badges
- Company name & logo on attendee name badges
- Company name/logo on cover of attendee handout books
- Company name & logo on sponsor page in exhibitor guide, with detailed description
- Company name/logo on registration page of website

**Wi-Fi Sponsor** - \$1,850.00

- Table-top exhibit and complimentary registrations for two staff include admission to all education programs
- Company name/logo on Wi-Fi sponsor sign in general session room
- Company name/logo on small tent signs with Wi-Fi password on every table throughout conference
- Company name/logo on cover of attendee handout book
- Company name/logo on sponsor page in exhibitor guide, with detailed description
- Company name/logo on registration page of website
- Special recognition at opening session

**General Session Sponsor** - \$1,650.00

- Table-top exhibit and complimentary registrations for two staff include admission to all education programs
- Opportunity to provide a brief introduction to your company and introduce General Session speaker during one of the general sessions.
- Company name/logo on cover of attendee handout book
- Company name/logo on sponsor page in exhibitor guide, with detailed description
- Company name/logo on registration page of website
- Special recognition at opening session

**Lunch Sponsor** - \$1,300.00

- Table-top exhibit and complimentary registrations for two staff include admission to all education programs
- Signage listing your company name & logo on food tables during lunch on November 3rd and 4th
- Company name & logo on sponsor page in exhibitor guide, with detailed description
- Company name/logo on registration page of website
- Special recognition at opening session

**Snack Sponsor** - \$1050.00

- Table-top exhibit and complimentary registrations for two staff include admission to all education programs
- Signage listing your company name & logo on snack table during break on November 3rd
- Company name/logo on snack bags
- Company name & logo on sponsor page in exhibitor guide, with detailed description
- Company name/logo on registration page of website
- Special recognition at opening session

**Key Card Sponsor** - \$2,500.00

- Table-top exhibit and complimentary registrations for two staff include admission to all education programs
- Opportunity to have company logo/message on hotel keycard.
- Company name/logo on sponsor page in exhibitor guide, with detailed description
- Company name/logo on sponsor page in exhibitor guide, with detailed description
- Company name/logo on registration page of website
- Special recognition at opening session

**Sign Sponsor** - \$1,000.00

- Table-top exhibit and complimentary registrations for two staff include admission to all education programs
- Company name/logo on electronic signs by meeting rooms and conference specific signs, excluding signs recognizing other sponsors
- Company name/logo on sponsor page in exhibitor guide, with detailed description
- Company name/logo on registration page of website
- Special recognition at opening session

\* **Prices shown are member rates.** A \$500 surcharge will be added for companies that are not members of HCLA. Check the HCLA website for information on becoming an HCLA Associate Member.

# EXHIBIT FACT SHEET & LOGISTICS



## 3 WAYS TO REGISTER

1.

COMPLETE THE APPLICATION ON PAGE 6 & 7; FAX IT BACK TO HCLA 337-231-0089

2.

EMAIL LIZ LANGLEY AT LIZ@HCLANET.ORG

3.

PHONE HCLA 337-231-0080

### Table Top Exhibit ONLY Rates

\$700.00 Members

\$1200.00 Non-Members

Full payment must accompany your application in order to reserve your exhibit space. No assignments will be made without full payment.

### Exhibit Includes

- Company contact information and description in conference program
- Table top exhibit – 6 foot table and two chairs
- Two personal with nametags
- Admission to educational sessions
- All meals during conference
- Electricity & Internet

**Conference Dates:** November 3 & 4, 2021

**Exhibit Dates:** November 3 & 4, 2021

**Host Hotel:** Embassy Suites Hotel  
4914 Constitution Avenue  
Baton Rouge, LA 70808  
225-924-6566  
*Room Rate \$129.00/night*  
*Reservation Code HCL*

### Important Date

**October 27, 2021**

Deadline for all exhibit registrations, ads, and sponsorships

### Space Assignment

Table top assignments are made by HCLA conference staff based on the date the application and payment is received. Every effort is made to place competing companies away from each other. HCLA reserves the right to rearrange the floor plan as necessary to meet the needs of the conference and hotel requirements.

# AGENDA

*There may be slight revisions to this schedule as we get closer to the conference but you will be notified of any changes.*

## November 3, 2021

7:00 am– 8:00 am	<i>Exhibitor Move In</i>
8:00 – 9:30 am	Breakfast
10:30 – 11:00 am	Break
12:00 – 1:30 pm	Lunch
3:00 – 3:30	Break

## November 4, 2021

8:00 – 9:00 am	Breakfast
10:00 – 10:30 am	Break
12:00 – 1:30 pm	Lunch
after 1:30 pm	<i>Exhibit Break Down</i>

## Contact Information

Exhibit Sales, Table Top Assignments  
Sponsorships & Advertising

Liz Langley, Office Manager  
HomeCare Association of Louisiana

## Room Reservations

Embassy Suites Hotel, 4914 Constitution Avenue,  
Baton Rouge, LA 70808, 225-924-6566

Room Rate \$129.00/night, Reservation Code

### Mailing Lists

As a HCLA Annual Conference Exhibitor you will be able to reach attendees with our pre- and post- conference attendee mailing lists. Mailing lists include: name, agency, address, phone, and email. The pre-conference list will be emailed to you two weeks prior to the conference. A post-conference list will be emailed two weeks after the conference. For email communications, exhibitors agree to include opt-out/unsubscribe instructions in any email communication sent to attendees. Sharing or re-selling of the attendee list is expressly prohibited.

### Going Green!

In an effort to be environmentally responsible, HCLA Annual Conference is trying to reduce the amount of paper we use at the conference. Attendees will receive a folder containing the conference schedule, exhibit hall layout and sponsor/exhibitor guide. **Session handouts will not be printed and distributed**; attendees and exhibitors will have the opportunity to download the session handouts before, during and after the conference from the HomeCare Association of Louisiana website.

# HCLA ANNUAL CONFERENCE & EXHIBITION | EXHIBIT APPLICATION

**Exhibit Dates:** November 3 – November 4, 2021

*Confirmation letters, service kits and all other materials will be sent to the contact name below.*

*Please print or type information to reduce delay in getting information to you.*

Contact: \_\_\_\_\_

Addition Contact: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Additional Email: \_\_\_\_\_

Business/Service this company will be exhibiting: \_\_\_\_\_

Member of: (please circle) HCLA

Identification Sign Should Read As Follows: \_\_\_\_\_

Website Address: \_\_\_\_\_

Exhibiting Personnel:

1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ (Additional \$100 for third person)

## Exhibit Space Order

### Prime Sponsor Exhibitors

Gold Sponsor – \$2500 \$ \_\_\_\_\_  
Silver Sponsor – \$2000 \$ \_\_\_\_\_

### Table Top Exhibit

Member Rate: # \_\_\_\_\_ of  
6' Table @ \$700.00 \$ \_\_\_\_\_  
Non-Member: # \_\_\_\_\_ of  
6' Table @ \$1200.00 \$ \_\_\_\_\_  
Add \$100 if sent after October 27, 2021 \$ \_\_\_\_\_  
Additional Exhibit Staff # \_\_\_\_\_ @ \$100 each \$ \_\_\_\_\_

### Other Sponsorships

**\$1850 Member/\$2150 Non-Member**  
Lanyard/Badge \$ \_\_\_\_\_  
**\$1850 Member/\$2150 Non-Member**  
Keynote Speaker \$ \_\_\_\_\_  
**\$1850 Member/\$2150 Non-Member**  
Wi-Fi \$ \_\_\_\_\_  
**\$1650 Member/\$1950 Non-Member**  
General Session \$ \_\_\_\_\_  
**\$1300 Member/\$1600 Non-Member**  
Lunch \$ \_\_\_\_\_  
**\$1050 Member/\$950 Non-Member**  
Snack \$ \_\_\_\_\_  
**\$2500 Member/\$3000 Non-Member**  
Key Card \$ \_\_\_\_\_  
**\$1000 Member/\$1300 Non-Member**  
Sign \$ \_\_\_\_\_

## Exhibit Space Order

**\*Ads are due by October 27, 2021**

	Member/Non-Member	
Full Page (up to 8.5w x 11h)	\$300/\$600	\$ _____
Ad Color \$100		\$ _____
<b>Total Paid (Exhibit Space &amp; Advertising):</b>		\$ _____

### Method of Payment

Check payable to HCLA       Credit Card

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**For questions contact Liz Langley at 337-231-0080**

**Mail or fax with 25-word description and signed agreement to:**

HCLA  
P.O. Box 80124  
Lafayette, LA 70598  
Fax: 337-231-0089

# HCLA ANNUAL HOME CARE CONFERENCE & EXHIBITION

## EXHIBITING TERMS & CONDITIONS (THE FINE PRINT)

**This page must be signed and returned with Exhibitor Application.**

Exhibitors may supply giveaways and take orders for goods and services only in their designated exhibit spaces. Canvassing or distribution of advertising matter outside the exhibitor's own space will not be allowed. Solicitation of business, except by exhibit firms and conference sponsors, is prohibited. Publicizing and/or hosting any extracurricular activities, hospitality rooms, inducements or demonstrations outside the exhibition area during conference hours are strictly prohibited. Please notify us if there are companies in violation of these policies.

**Conditions for Exhibiting** | HCLA Annual Conference (Conference), and the Exhibiting Company (Exhibitor) relating to the rights herein granted and the obligations herein assumed, except as otherwise provided in this instrument. This agreement is subject to all conditions under which space at the Embassy Suites Hotel has made available to HCLA Annual Conference.

**Table Top Assignment** | Upon receipt of signed contract and payment, notification of table top assignment will be mailed to Exhibitor. Space is assigned on a first come, first-served basis. Only one company name is permitted per exhibit space. HCLA reserves the right to alter locations of Exhibitors or of tables shown on the floor plan if deemed to be in the best interest of the exhibition. HCLA reserves the right to reject applications to exhibit with the Conference.

**Exhibit Fee** | The cost includes entry for two to the Conference, opening ceremonies/keynote address, educational sessions; 1 (one) six-foot skirted table, 2 (two) folding chairs; 2 (two) persons per table with name badge; identification in conference program; and computer listing of attendees. Additional name badge(s) can be purchased for \$100. No one will be allowed entry into Exhibit Hall without a 2021 HCLA name badge. Any more than 2 personnel must pay FULL attendee registration rate. Utilities, furnishings and meal functions outside the Exhibit Hall are not furnished. **Exhibit fee does include electricity and internet.**

**Payment Policies** | Registration forms received without payment will not be processed.

**Cancellation of Exhibit Space** | Cancellation requests must be made in writing and received by HCLA no later than October 27, 2021. HCLA will retain an administrative fee of 25% of the cost of the exhibit area. There will be no refunds after October 27, 2021.

**Use of Exhibit Space** | Exhibit space is assigned on the express understanding that it is to be used solely for the display of the services that the Exhibitor provides to the home care industry. Exhibitors are not permitted to sublet any part of their space. No

**Insurance and Liability** | Exhibitors wishing to insure their property must do so at their own expense. To protect themselves

against loss, it is recommended that all Exhibitors have representatives in attendance at all times when the exhibits are open, especially when exhibits are being fabricated and dismantled. It is expressly understood and agreed, and the Exhibitor agrees by accepting this contract, that they will make no claim of any kind against HCLA or any of their members or employees for any loss, damage to, or destruction of goods, or for any injury that may occur to themselves or their employees while in the Exhibit Hall or for any damage of any nature of character whatsoever. It is further agreed that HCLA or the Embassy shall not be liable or responsible for and shall be indemnified and held harmless by Exhibitor from and against any and all claims and damages of every kind, for injury to or death of any person or persons and for damages to or loss of property, arising out of or attributed, directly or indirectly, to the operations or performances of Exhibitor and Exhibitor's agents and employees under this agreement. The Hilton Embassy is not liable to the Exhibitors for any damage to or for the loss or destruction of any exhibit or property of the Exhibitor by fire or other casualty covered by an extended coverage endorsement to a fire insurance policy, whether caused by the negligence of the hall, its officers, agents, service personnel, employees or otherwise, all claims for any such loss or damage being expressly waived by Exhibitor who agrees to indemnify and hold the Embassy harmless on space that has been made available to HCLA. Exhibitor agrees to abide by all applicable fire, utility and building codes.

**Mailing List Usage** | As a HCLA Annual Conference Exhibitor you will be able to reach attendees with our pre- and post-conference attendee mailing lists. Mailing lists include: name, agency, address, phone, and email. The pre-conference list will be emailed to you one week prior to the conference. A post-conference list will be emailed two weeks after the conference. For email communications, exhibitors agree to include opt-out/ unsubscribe instructions in any email communications sent to attendees. Sharing or re-selling of the attendee list is expressly prohibited.

**Door Prize Drawings** | If you collect names at your table top for a door prize, the door prize must be given away at the door prize drawing that will take place at 1 pm Thursday, November 4.

This form **MUST** be signed and returned with exhibit application to:

*HomeCare Association of Louisiana*  
P.O. Box 80124  
Lafayette, LA 70598  
Phone 337-231-0080 \* Fax 337-231-0089

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_