

2014 HCLA/LALA Annual Conference & Exhibition

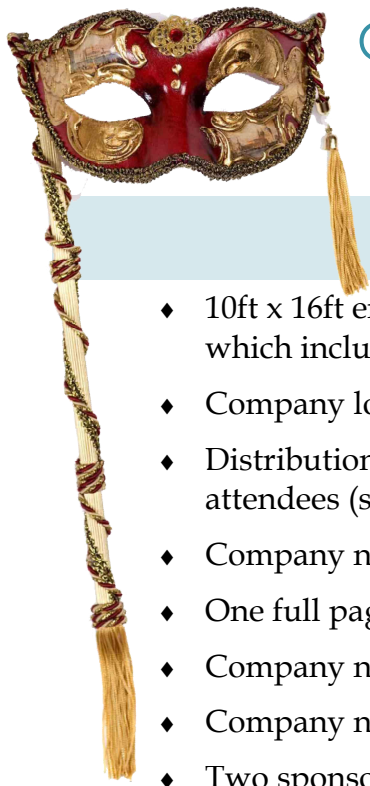
# Unmasking the Potential

Exhibitor Prospectus



NOVEMBER 12-13, 2014  
HILTON NEW ORLEANS RIVERSIDE  
NEW ORLEANS, LOUISIANA





# CONFERENCE SPONSORSHIP OPPORTUNITIES

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

## **Gold Sponsor - \$3500.00**

- ◆ 10ft x 16ft end of aisle booth space and complimentary registrations for four booth staff which include admission to all education programs
- ◆ Company logo on attendee registration brochure (if received September 15, 2014)
- ◆ 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 - \$2500.00**

- ◆ 10ft x 16ft end of aisle booth space and complimentary registrations for four booth 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 sponsorships of educational breakouts of your choice
- ◆ Special recognition at opening session

## **Bronze Sponsor - \$450.00**

- ◆ Registration for one attendee to conference
- ◆ Company name/logo on sponsor page in exhibitor guide, with detailed description
- ◆ Name recognition on signage located in luncheon ballroom and exhibit hall
- ◆ Company name/logo on registration page of website



## OTHER SPONSORSHIPS

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

### **Keynote Sponsor - \$2,250 for Members\***

- ◆ Standard booth in prime location
- ◆ Opportunity to provide a brief introduction to your company and introduce Keynote speaker during opening session (Wednesday, November 12, 2014 9:00 am);
- ◆ 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
- ◆ Special recognition at opening session
- ◆ Includes three sponsor/exhibitor badges.

### **Lanyard Sponsor (one available) - \$2,250 for Members\***

- ◆ Standard booth in prime location
- ◆ Company name & logo printed on lanyards for 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
- ◆ Special recognition at opening session
- ◆ Includes three sponsor/exhibitor badges.

### **Happy Hour Sponsor \$1,500 for Members\***

- ◆ Standard booth in prime location
- ◆ Signage listing your company name & logo at bar stations during Happy Hour in Exhibit Hall on Wednesday, November 12th from 4:30 to 6:30 PM
- ◆ Option to put out beverage napkins with your company name & logo during the event (sponsor provides the napkins)
- ◆ 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
- ◆ Special recognition at opening session
- ◆ Includes two sponsor/exhibitor badges

### **Lunch Sponsor - \$1,500 for Members\***

- ◆ Standard booth in prime location
- ◆ Signage listing your company name & logo on food tables during lunch on November 12th
- ◆ 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 HCLA & LALA websites
- ◆ Special recognition at opening session
- ◆ Includes two sponsor badges for conference

\* *Prices shown are member rates.* A \$300 surcharge will be added for companies that are not members of HCLA or LALA. Check the HCLA and LALA websites for information on becoming an HCLA Associate Member or LALA Industry Partner Member .

# EXHIBIT FACT SHEET & LOGISTICS

<b>Conference Dates:</b>	November 12 – November 13, 2014
<b>Exhibit Dates:</b>	November 12 – November 13, 2014
<b>Host Hotel:</b>	Hilton New Orleans Riverside 2 Poydras Street New Orleans, LA 70130 1-504-561-0500 Room Rates \$149/night Reservation Code: HCA

### Three ways to register your company:

- 1) Complete the application on page 6 and 7, fax it back to LALA 337-231-0089
- 2) Email Sharla Aloisio at sharla@lalaonline.org
- 3) Phone LALA 337-577-2024

### Important Date:

**November 1**

*Deadline for ALL Exhibit Registrations, ads, and sponsorships*

### Exhibit Booth ONLY Rates::

**\$775.00 Members**

**\$1075.00 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
- ◆ 8 x 10 booth in exhibit hall, which includes one 6ft skirted table, two chairs, and identification sign
- ◆ Two booth personal with nametags
- ◆ Admission to educational sessions
- ◆ Meals in exhibit hall

### Exhibit Does Not Include: Electricity & Internet

*\*Information will be sent once registration received*

### Space Assignment

Booth assignments are made by HCLA/ LALA 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/ LALA 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 12, 2014

12:00 – 4:00 pm

*Exhibitor Move-In*

4:30 – 6:30 pm

*Exhibit Hall Grand Opening Reception*

## November 13, 2014

8:30 – 9:30 am

*Breakfast with Attendees in Exhibit Hall*

10:45 – 11:00 am

*Break in Exhibit Hall*

12:00 – 1:30 pm

*Exhibit Hall Luncheon*

## Contact Information

Exhibit Sales, Booth Assignments, Sponsorships  
& Advertising

Sharla Aloisio  
Executive Director  
Louisiana Assisted Living Association

## Room Reservations

Hilton New Orleans Riverside  
2 Poydras Street  
New Orleans, LA 70130

1-504-561-0500  
Room Rates \$149/night  
Reservation Code: HCA

## Mailing Lists

As a HCLA/LALA 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/LALA Annual Conference is trying to reduce the amount of paper we use at the conference. Attendees will receive a binder 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 and Louisiana Assisted Living Association websites.

# HCLA/LALA ANNUAL CONFERENCE & EXHIBITION | EXHIBIT APPLICATION

**Exhibit Dates:** November 12—November 13, 2014

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 one) HCLA LALA

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

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

Exhibiting Personnel:

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

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

## Exhibit Space Order

### Prime Sponsor Exhibitor Booths

Gold Sponsor — \$3500 \$ \_\_\_\_\_

Silver Sponsor — \$2500 \$ \_\_\_\_\_

Bronze Sponsor — \$450 \$ \_\_\_\_\_

### Exhibit Booth(s)

Member Rate: # \_\_\_\_\_ of  
8x10 booths @ \$775 \$ \_\_\_\_\_

Non-Member: # \_\_\_\_\_ of  
8x10 booths @ \$1075 \$ \_\_\_\_\_

Add \$100 if sent after November 1, 2014 \$ \_\_\_\_\_

Additional Exhibit Staff # \_\_\_\_\_ @ \$100 each \$ \_\_\_\_\_

### Other Sponsorships

\$2250 Member/\$2550 Non-Member  
Lanyard \$ \_\_\_\_\_

\$2250 Member/\$2550 Non-Member  
Keynote Speaker \$ \_\_\_\_\_

\$1500 Member/\$1800 Non-Member  
Happy Hour \$ \_\_\_\_\_

\$1500 Member/\$1800 Non-Member  
Lunch \$ \_\_\_\_\_

## Exhibit Space Order

**\*Ads are due by November 1, 2014**

Full Page (up to 8.5w x 11h) *Member/Non-Member* \$250/\$500 \$ \_\_\_\_\_

Ad Color \$100 \$ \_\_\_\_\_

**Total Paid (Exhibit Space & Advertising):** \$ \_\_\_\_\_

### Method of Payment

Check payable to LALA  Credit Card

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

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

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

Signature \_\_\_\_\_

**Exhibitor registration is being handled by LALA. For questions contact Sharla Aloisio at 337-577-2024.**

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

P.O. Box 10258  
New Iberia, LA 70562  
Fax: 337-231-0089

# HCLA/LALA 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/LALA 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 Hilton New Orleans Riverside has made available to HCLA/LALA Annual Conference.

**Booth Assignment** | Upon receipt of signed contract and payment, notification of booth 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 booths 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 one to the Conference, opening ceremonies/keynote address, educational sessions; 1 (one) 8' x 10' booth with back and side drapes; 1 (one) six-foot skirted table, 2 (two) folding chairs; identification sign; 2 (two) persons per booth 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 2014 HCLA/LALA name badge. Any more than 3 booth 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 November 1, 2014. HCLA will retain an administrative fee of 25% of the cost of the booth. There will be no refunds after November 1, 2014.

**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 exhibit material may extend beyond the boundaries of the exhibit space or exceed the height restriction for that type of booth. Exhibits will not be of such nature or arrangement to obstruct the view or interfere with exhibits of others. Should there be any questions as to obstruction or interfere of any exhibit with other exhibits in the area, the final judgment will be made by HCLA/LALA Management.

**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/LALA 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/LALA or the Hilton 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 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 Hilton harmless on space that has been made available to HCLA/LALA. Exhibitor agrees to abide by all applicable fire, utility and building codes.

**Mailing List Usage** | As a HCLA/LALA 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, fax 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 communications sent to attendees. Sharing or re-selling of the attendee list is expressly prohibited.

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

*Louisiana Assisted Living Association*

*P.O. Box 10258, New Iberia, LA 70562*

*Phone 337-577-2024 \*Fax 337-231-0089*

Signature \_\_\_\_\_

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

Company \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_