

# 2012 HCLA/LALA ANNUAL CONFERENCE & TRADE SHOW

November 8-9, 2012  
Crowne Plaza - Baton Rouge, LA

LEARN  
CONNECT  
DISCOVER



The 2012 HCLA/LALA Annual Conference & Trade Show will provide your company with an opportunity to **LEARN** about the latest developments in the home care and assisted living industries, **CONNECT** with your home care and assisted living customers, and **DISCOVER** new prospects for your company's products and services. Make plans to join us as an exhibitor or sponsor for two days of networking and education with 250-300 owners and top-level administrators from Louisiana's home care agencies and assisted living communities. We hope to see you there!

## Trade Show Schedule:

### Thursday, November 8th:

- Booth set-up from 1:30 to 5:30 p.m. (Note: booths #18-35 will not be available for set-up until 2:30 p.m. due to another conference event scheduled in that section of the exhibit hall.)
- Opening Night Reception with Conference Attendees from 5:30 to 7:00 p.m.

### Friday, November 9th:

- Coffee service in exhibit hall from 8:00 to 9:00 a.m.
- Exhibit hall open from 8:00 to 11:30 a.m.
- Networking Brunch in exhibit hall from 10:00 to 11:30 a.m.
- Door Prize Drawings starting at 10:45 a.m.
- Exhibit takedown from 11:30 a.m. to 2:30 p.m. (Exhibits may not be dismantled during the networking brunch, and all exhibits must be removed by 2:30 p.m.)

## Benefits of Exhibiting:

- Two days of one-on-one networking with top prospects for your business.
- Virtual trade show promotions sent to conference attendees – with interactive map of exhibit hall with links to your company description, website, Facebook page and Twitter account.
- NEW FOR 2012 – our interactive trade show map will be mobile! Attendees can access the trade show map and your exhibitor information from any smartphone.
- Printed exhibitor guide distributed to all attendees, with company name, contact info and product/service description.
- All exhibition booths and events will be in the Premier Ballroom, near the meeting rooms.
- Door prize incentives for attendees to visit booths.
- Attendee lists sent via email (in Excel) prior to and after the conference.
- NEW FOR 2012 -- free wireless Internet service in the exhibit hall.
- The opportunity to attend all the conference education sessions and learn more about the latest topics and trends in the home care and assisted living industries.



Register online at [www.laassisted.org/2012annualconference.html](http://www.laassisted.org/2012annualconference.html)

### BOOTH SPECIFICATIONS

Each booth space is 8 feet deep by 10 feet wide, defined by 8-foot high drapery across the back of the booth and 3-foot high drapery on the sides. All booth spaces will be furnished with one six-foot skirted table, two chairs, and a trashcan. All booth spaces will be designated by signage with your company name and target audience(s).

Tabletop spaces for breakout session sponsors will include one 6-foot table, two chairs and a trashcan. Only one sponsorship will be sold per session. Breakout session sponsorships are open only to HCLA and LALA member companies.

An information package will be sent to all exhibitors with details regarding shipping, drayage, decorating, furniture and rental displays, etc. Order forms for additional tables/chairs, electrical hook-ups, etc. will be included in the information package.

### BOOTH ASSIGNMENTS & SET-UP DETAILS

Please indicate on the exhibitor registration form your top three choices for booth location, based on exhibit hall diagram shown on page 4. **Booth assignments will be made on a first-come, first-served basis.** The exhibit hall layout and booth assignments are subject to change based on the number of booths and sponsorships sold. HCLA and LALA reserve the right to make final determination of booth locations, and assignment is at HCLA/LALA's discretion.

*Please note that booths #18-35 will not be available for set-up until 2:30 p.m. due to another conference event. These spaces are marked with an asterisk on the exhibit hall layout.*

### REGISTRATION DEADLINE

For company listing in the conference materials, your registration and full payment of your exhibitor fees must be received by October 22, 2012. For exhibitor registrations after October 22nd, a \$100 late fee will be assessed.

### EXHIBITOR FEES

BOOTH SIZE/LOCATION:	Member Rate:	Non-Member Rate:
8 x 10' standard booth	\$695	\$995
8 x 10' visibility/sponsor booth	\$795	\$1,095
Breakout Session Tabletop (fee is for one session only)	\$350	not available
Sponsorship Packages	Ranging in price from \$2,750 to \$1,500 (see pages 3-4 for details)	

### HOTEL INFORMATION

A block of rooms has been reserved at the Crowne Plaza for Wednesday, November 7th through Friday, November 9th. The conference room rate is \$99 per night for single or double occupancy, (plus tax). To take advantage of this discounted rate, please call 800-678-4065 and request the group code HCA or reserve a room online at [www.crowneplaza.com/execcenterbtr](http://www.crowneplaza.com/execcenterbtr). Reservations must be guaranteed with a major credit card. Reservations at the group rate will be accepted on a space-available basis through October 15, 2012. After this date, reservations will be accepted on a space-available basis and may be subject to higher rates.

### EXHIBITOR BADGES

The standard and visibility booth packages include two exhibitor badges for the full conference. The tabletop package for breakout session sponsors includes one badge for the day of the sponsorship. Our other sponsorship packages include extra exhibitor badges – please refer to the sponsorship descriptions on pages 3-4 for more details. Additional exhibitor badges are \$100 for the full conference or \$75 for one day. **All sponsors and exhibitors must have a conference badge at all times for entrance into the exhibits area and/or sessions.** Information on ordering extra badges will be sent to exhibitors a few weeks prior to the show.

### CEU CERTIFICATES

Exhibitors are welcome to attend all the conference education sessions. If you need a CEU certificate to document your attendance at any of the sessions, please let us know prior to the conference so we can have the forms available for you.

### A PAPER-LITE CONFERENCE

Handout materials provided by our session speakers will be posted on the HCLA and LALA websites for downloading before, during and after the conference.

### HAVE A QUESTION?

If you have any questions, please call LALA at 225-791-5811 or HCLA at 337-231-0080.

**Sponsorship Package Descriptions:****Fees: Member/  
Non-Member****Platinum Sponsor** (two available – one for HCLA, one for LALA)**\$2,750 / \$3,050**

- Includes one 8 x 20-foot double booth in a prime location near the entrance to the exhibit hall (marked as P1 & P2 on exhibit hall map)
- Company name/logo on cover of attendee handout books, with full-page ad inside
- Distribution of one marketing item (brochure/flier/pen) to conference attendees
- Company name & logo on sponsor page in exhibitor guide, with detailed description
- Company name & logo on HCLA & LALA websites and virtual trade show map
- Special recognition during conference events
- Includes six sponsor/exhibitor badges

**Reception Sponsor** (one available)**\$2,000 / \$2,300**

- Includes one 8x10-foot visibility/sponsor booth space (shown in yellow on exhibit hall map)
- Special recognition during opening night reception
- Special signage with sponsor logo on food tables during the reception
- Company representative joins emcee on stage for door prize drawing during reception
- Company name & logo on sponsor page in exhibitor guide, with detailed description
- Company name & logo on HCLA & LALA websites and virtual trade show map
- Includes five sponsor/exhibitor badges

**Brunch Sponsor** (one available)**\$2,000 / \$2,300**

- Includes one 8x10-foot visibility/sponsor booth space (shown in yellow on exhibit hall map)
- Special recognition during networking brunch
- Special signage with sponsor logo on food tables during the brunch
- Company representative joins emcee on stage for door prize drawing during brunch
- Company name & logo on sponsor page in exhibitor guide, with detailed description
- Company name & logo on HCLA & LALA websites and virtual trade show map
- Includes five sponsor/exhibitor badges

**Lanyard Sponsor** (one available)**\$1,800 / \$2,100**

- Includes one 8x10-foot visibility/sponsor booth space (shown in yellow on exhibit hall map)
- Company name/logo on name badge lanyards distributed to all conference attendees
- Company name & logo on sponsor page in exhibitor guide, with detailed description
- Company name & logo on HCLA & LALA websites and virtual trade show map
- Includes four sponsor/exhibitor badges

**Keynote Sponsor** (two available – one for HCLA, one for LALA)**\$1,500 / \$1,800**

- Includes one 8x10-foot visibility/sponsor booth space (shown in yellow on exhibit hall map)
- Introduce your company & keynote speaker at opening session
- Company name & logo on sponsor page in exhibitor guide, with detailed description
- Company name & logo on HCLA & LALA websites and virtual trade show map
- Includes three sponsor/exhibitor badges

**HCLA Luncheon Sponsor** (one available)**\$1,500 / \$1,800**

- Includes one 8x10-foot visibility/sponsor booth space (shown in yellow on exhibit hall map)
- Special recognition during networking brunch, signage with sponsor logo on food tables
- Company name & logo on sponsor page in exhibitor guide, with detailed
- Company name & logo on HCLA website and virtual trade show map
- Includes three sponsor/exhibitor badges

**(continued on page 4)**



## **EXHIBITION RULES**

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.

**Character of Exhibits:** The character of exhibits is subject to approval by HCLA and LALA. The Associations reserve the right to refuse applications from organizations not meeting required or accepted standards, as well as the right to curtail exhibits or parts of exhibits that conflict with the character of the conference. This applies to discount offers, display literature, advertising novelties, souvenirs, conduct of persons, etc. Subleasing of exhibit space is prohibited.

**Conference Badges:** Representatives of sponsor and exhibiting companies must have a conference badge at all times for entrance into the exhibits area and/or sessions. Additional exhibitor/sponsor badges may be ordered prior to the conference or purchased on-site during the event.

**Mailing List Usage:** An Excel file containing contact information for conference attendees will be provided to sponsors and exhibitors following the conference. Sponsors and exhibitors agree to use the attendee lists for only those communications by phone, mail and/or email that are germane to the interests of home care and assisted living providers. For email communications, exhibitors agree to include opt-out/unsubscribe instructions in the email. Sharing or re-selling of the attendee list is expressly prohibited.

Companies in violation of the above listed exhibition rules will be banned from participating in future exhibitions.

## **PAYMENT TERMS**

Payment of booth and sponsorship fees must be made in full by October 22, 2012. Registrations received after October 22, 2012 will be assessed a \$100 late fee.

**Cancellation & Refund Policy:** Cancellation requests must be made in writing and received by HCLA/LALA no later than October 22, 2012. The Associations will retain an administrative fee of 25% of the cost of the booth. There will be no refunds given after October 22, 2012.

## **LIABILITY**

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury to any person or property or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel and shall indemnify and hold harmless HCLA and LALA, their agents, employees, officers, directors and members from any and all such losses, damages and claims. The exhibitor has the responsibility to protect its property and obtain insurance to cover any property. While the exhibit hall will be locked during the night of November 8th, HCLA/LALA cannot guarantee to protect the exhibitors against loss or damage of any kind.

## **EXHIBITOR'S AGREEMENT**

The undersigned (exhibitor), as duly authorized representative, enters into an agreement with the HomeCare Association of Louisiana and the Louisiana Assisted Living Association (HCLA/LALA) to rent space at 2012 HCLA/LALA Annual Conference. Space will be assigned by HCLA/LALA at its sole discretion and may be changed for the benefit of the exhibition. Exhibitor agrees to abide by official exhibition rules and policies as listed above.

***I have read and understand the exhibitor guidelines. My company and all representatives will abide by these rules and policies during the conference and exhibition.***

Signature \_\_\_\_\_ Date \_\_\_\_\_

Company Name \_\_\_\_\_

# 2012 HCLA/LALA ANNUAL CONFERENCE EXHIBITOR REGISTRATION FORM



Company Name \_\_\_\_\_  
Product/Service Description \_\_\_\_\_  
Contact Person \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Target Audience(s):  Home Care  Assisted Living  HomeCare & Assisted Living  
Member Status:  HCLA Member  LALA Member  HCLA & LALA Member  Non-Member

## SPONSORSHIP OPTIONS:

(See pages 3-4 for more details on what is included with each package)

## FEES: Member/Non-Member

- |   |                              |
|---|------------------------------|
| <input type="checkbox"/> <b>Platinum Sponsor</b> – select one option: <input type="checkbox"/> HCLA <input type="checkbox"/> LALA<br>(includes visibility/sponsor booth)                                    | <b>\$2,750 / \$3,050</b>     |
| <input type="checkbox"/> <b>Reception Sponsor</b><br>(includes visibility/sponsor booth)  | <b>\$2,000 / \$2,300</b>     |
| <input type="checkbox"/> <b>Brunch Sponsor</b><br>(includes visibility/sponsor booth)   | <b>\$2,000 / \$2,300</b>     |
| <input type="checkbox"/> <b>Lanyard Sponsor</b><br>(includes visibility/sponsor booth)  | <b>\$1,800 / \$2,100</b>     |
| <input type="checkbox"/> <b>Keynote Sponsor</b> – select one option: <input type="checkbox"/> HCLA <input type="checkbox"/> LALA<br>(includes visibility/sponsor booth)                                     | <b>\$1,500 / \$1,800</b>     |
| <input type="checkbox"/> <b>HCLA Luncheon Sponsor</b><br>(includes visibility/sponsor booth)  | <b>\$1,500 / \$1,800</b>     |
| <input type="checkbox"/> <b>LALA Hero Awards Banquet Sponsor</b><br>(includes visibility/sponsor booth)   | <b>\$1,500 / \$1,800</b>     |
| <input type="checkbox"/> <b>Breakout Session Sponsor</b> – select one option: <input type="checkbox"/> HCLA <input type="checkbox"/> LALA<br>(does not include booth space – tabletop only in meeting room) | <b>\$ 350</b> (members only) |

## BOOTH OPTIONS:

- |  |                         |
|--|-------------------------|
| <input type="checkbox"/> <b>Standard Booth</b>   | <b>\$ 695 / \$995</b>   |
| <input type="checkbox"/> <b>Visibility/Sponsor Booth</b> (shown in yellow on floor plan) | <b>\$ 795 / \$1,095</b> |

## Please list your top 3 choices for booth location:

Refer to the tentative exhibit hall diagram on page 4 and our online floor plan at [www.map-dynamics.com/lala2012](http://www.map-dynamics.com/lala2012).

1st Choice, Booth # \_\_\_\_\_ 2nd Choice, Booth # \_\_\_\_\_ 3rd Choice, Booth # \_\_\_\_\_

## Please list any companies you would prefer not to be located near your booth:

\_\_\_\_\_

**Please read and sign the Exhibitor's Agreement on page 5 and enclose it with your registration form and check payable to LALA and mail to LALA, PO Box 1231, Denham Springs, LA 70727.**

**AMOUNT ENCLOSED: \$ \_\_\_\_\_**

**Register online at [www.laassisted.org/2012annualconference.html](http://www.laassisted.org/2012annualconference.html)**