

# 12th Annual Gulf Coast Home Care Conference & Exhibition

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## EXHIBITOR PROSPECTUS

July 31 - August 2, 2012  
Grand Hotel Marriott Resort  
Point Clear, Alabama





**“JOIN US.”**

The home care associations of Alabama, Louisiana, and Mississippi invite you to join us and home care executives from throughout the southeast on the beautiful Alabama Gulf Coast on July 31-August 2 for our 12th Annual Gulf Coast Home Care Conference and Exhibition. We are returning to the magnificent Grand Hotel Marriott Resort for this year's conference, a location that is always a favorite among attendees.

The GCHCC&E is the premiere multi-day conference in the region drawing attendees not only from the hosts states but from across the country and even as far as Canada one year. These decision makers are looking for ideas and solutions in a variety of areas including:

- \* Agency Management Software
- \* Recruiting Services
- \* Financial Services & Software
- \* Consulting Services
- \* Insurance & Employee Benefits
- \* Medical Supply Services
- \* Mergers & Acquisitions
- \* Wound Care
- \* Telehealth & Similar Services
- \* ...and much more

**“Are you a  
MEMBER?”**

Companies who are members of any of the host associations receive special discounts for this conference and many others through the various associations. If you are not a member consider joining by contacting any of the state associations below.

***Home Care Association of Alabama***

[www.homecarealabama.org](http://www.homecarealabama.org)

205-981-0081

***Home Care Association of Louisiana***

[www.hclanet.org](http://www.hclanet.org)

337-231-0080

***Mississippi Association for Home Care***

[www.mahc.org](http://www.mahc.org)

601-924-2275



# CONFERENCE SPONSORSHIP OPPORTUNITIES

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

## Gold Sponsor—\$5,000

- \* 10ft x 16ft end of aisle booth space and complimentary registrations for four booth staff personnel, which includes admission to all education programs and events.
- \* Company logo on attendee registration brochure (if received by May 15, 2012)
- \* One full page color ad in outside cover of binders
- \* Name recognition on the front of the conference binders
- \* Two sponsorships of educational breakouts of your choice
- \* Logo on registration page of website
- \* Special recognition at opening session

## Silver Sponsor—\$2,500

- \* 10ft x 16ft prime booth space in exhibit hall and complimentary registrations for two booth personnel, which includes admission to all education programs and events.
- \* One full page color ad in the conference binder
- \* Sponsorship of one educational breakout session of your choice

## Other Sponsorships

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

### **\$1,000 Member/\$1250 Non-Member** (In addition to exhibitor booth registration)

- \* Keynote Speaker - Introduce your company & keynote speaker at opening address
- \* Exhibit Hall Luncheon - Special signage & recognition during lunch

### **\$750 Member/\$1000 Non-Member** (In addition to exhibitor booth registration)

- \* General Session Sponsor - Introduce your company & speaker at general session

### **\$500 Member/\$750 Non-Member** (In addition to exhibitor booth registration)

- \* Educational Breakout Session - Introduce your company & speaker at breakout session
- \* Exhibit Hall Breakfast - Special signage

### **Flashdrive Sponsor** (In addition to exhibit or booth registration)

Conference is going green. Company logo on flashdrive with attendee handouts.

*We're open to your ideas! Please call Liz at 337-231-0080 if you have additional sponsorship proposals.*

# EXHIBIT FACT SHEET & LOGISTICS

## Two ways to register your company:

- \* Complete the application on page 8 and 9 and fax it back to HCLA 337-231-0089.
- \* Email Liz Langley at [liz@hclanet.org](mailto:liz@hclanet.org)

## Conference Dates:

July 31-August 2, 2012

## Exhibit Dates:

July 31-August 1, 2012

## Host Hotel:

Grand Hotel Marriott Resort  
One Grand Boulevard  
Point Clear, AL 36564  
1-800-544-9933  
If you call, mention you are with the Gulf  
Coast Home Health Association  
**Room Rates \$149/night**  
Reservation Code: guhguha

## Important Date

July 13

Deadline for ALL  
Exhibit Registrations.  
Ads due to GCHCC  
Last day to register for  
all other sponsorships

## Exhibit Booth ONLY Rates:

- \* \$950 for Associate Members of host states
- \* \$1325 Non-Member Rate

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

## Exhibit Includes:

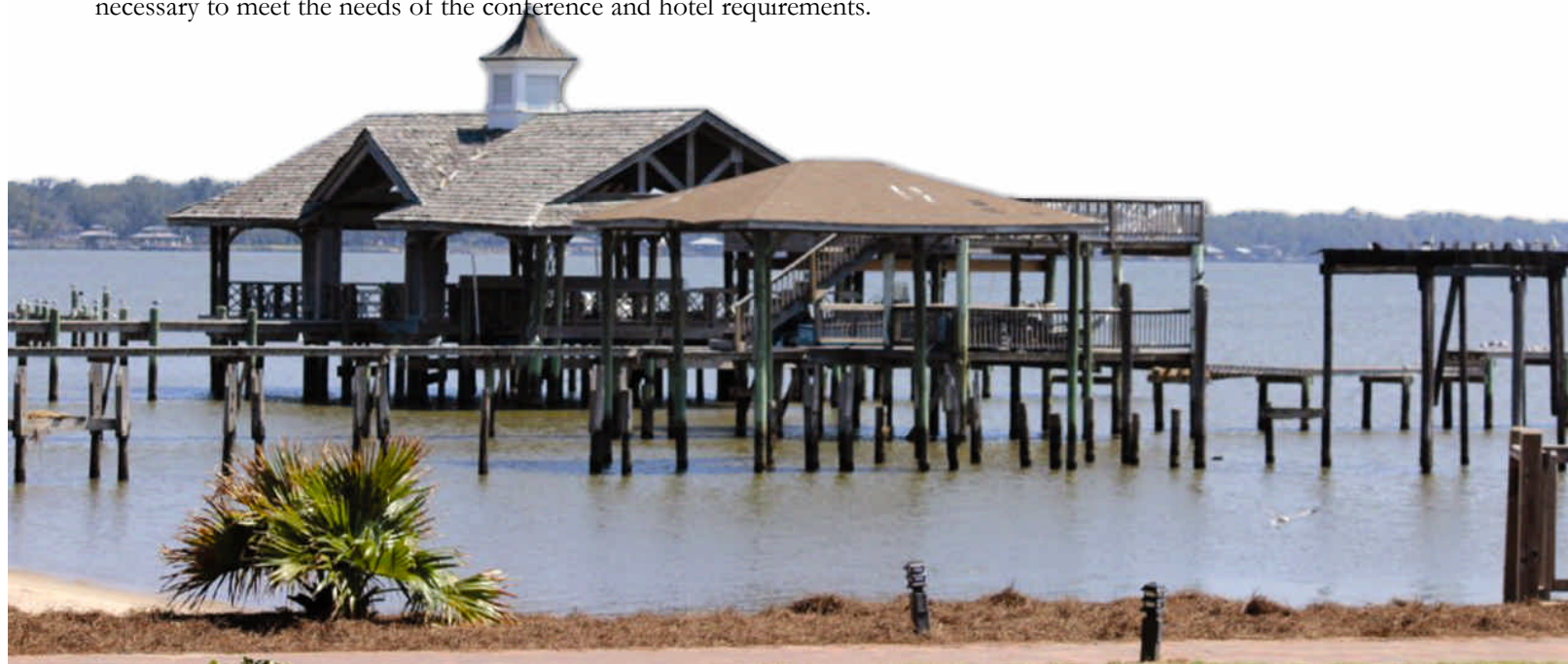
- \* Company contact information and description in conference program
- \* 8 x 10 booth in exhibit hall, which includes one 6ft skirted table, two chairs and identification sign
- \* Two booth personnel with nametags
- \* Admission for one to educational sessions
- \* Meals in exhibit hall

## Exhibit Does Include:

- \* Electricity
- \* Internet

## Space Assignment

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





## PAST SPONSORS

Gulf South Medical Supply  
HEALTHCAREfirst  
HealthCare Synergy, Inc.  
LHC Group

Lewis, Inc.  
Foundation Management Services  
McKesson Provider Technologies  
The Compliance Team, Inc.

## PAST EXHIBITORS

Abbott Nutrition  
Acadian Monitoring Services  
Accreditation Commission for Health  
Care  
ACHC, Inc.  
Acucare Health Strategies, Inc.  
Allscripts-Misys  
American Medical Response  
Bioscrip/Infusion Partners  
BKD, LLP  
Boyd & Nicholas, Inc.  
Cardinal Health  
Cardiocom  
Care2Learn.com  
CareAnyware, Inc.  
CareFacts Information Systems  
Care Point Partners  
CareWatch, Inc.  
Cerner Beyond Now  
Chap  
ContinuLink, LLC  
ConvaTec  
Deyta  
Enterprise Fleet Management  
eSolutions  
F.O.R.C.E. Healthcare  
First Choice Medical Supply  
GE Healthcare  
Health Care Strategies, Inc.  
HealthCare ConsultLink  
Healthcare Market Resources  
Healthcare Provider Solutions, Inc.

Healthcare Warehouse  
Healthtrust Software  
HealthWare Corporation  
HealthWyse  
Home Healthcare Solutions  
Homecare Homebase  
Honeywell HomMed  
InHome Medical Solutions  
KCI  
Kinnser Software, Inc.  
McKesson Medical-Surgical  
Medical Supplies Depot  
Medline Industries, Inc.  
National Rehab  
NDSI Healthcare Inc.  
OCS HomeCare  
Philips Telehealth Solutions  
PPS Plus Software  
Precision Medical Billing  
Procura  
ProData  
Sandata Technologies  
Select Data, Inc.  
Selman-Holman & Associates, LLC  
SutureSign  
TAG Marketing & Recruiting  
The Braff Group  
The Corridor Group, Inc.  
Turenne Pharmedco  
Willow Financial Services  
Wound Care Specialists  
Venyu Solutions





## Agenda

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

### July 31, 2012:

12:00—3:30 p.m.

4:00—6:00 p.m.

Exhibitor Move-In

Exhibit Hall Grand

Opening Reception

### August 1, 2012:

7:30—8:30 a.m.

Breakfast with Attendees in  
Exhibit Hall

9:45—10:15 a.m.

Break in Exhibit Hall

11:30—1:00 p.m.

Exhibit Hall Luncheon

## Contacts

**Exhibit Sales, Booth Assignment,  
Sponsorships & Advertising:**

Liz Langley  
Office Manager  
HomeCare Association of Louisiana  
337-231-0080  
[liz@hclanet.org](mailto:liz@hclanet.org)

**Room Reservations:**

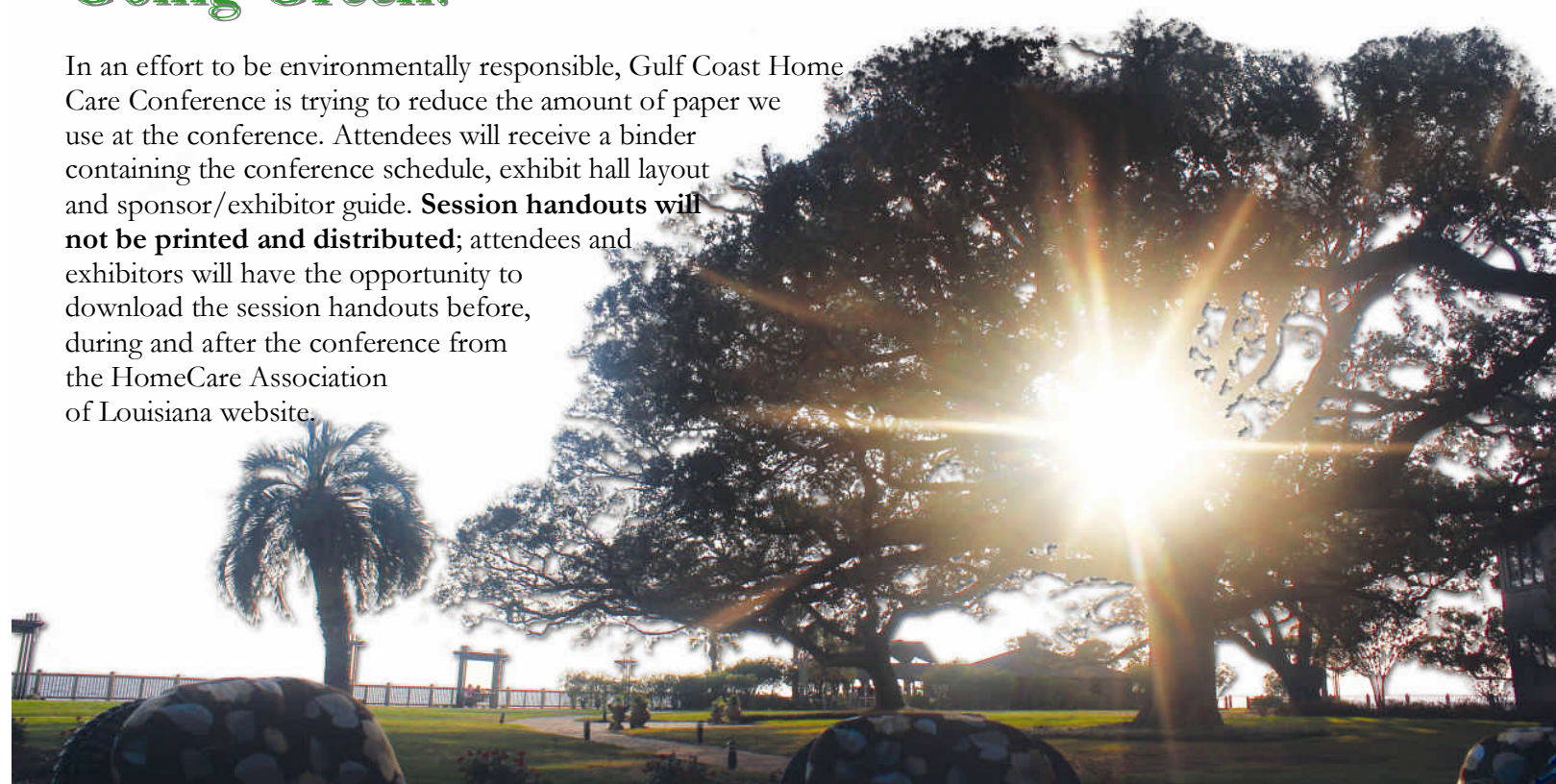
Grand Hotel Marriott Resort  
1-800-544-9933  
Reservation Code: gughuha

## Mailing Lists

As a Gulf Coast Home Care 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.

## Going Green!

In an effort to be environmentally responsible, Gulf Coast Home Care 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 website.



# Travel Information



Grand Hotel Marriott Resort, Golf Club, & Spa  
One Grand Boulevard, P.O. Box 639  
Point Clear, Alabama 36564  
1-251-928-9201



All Conference & Trade Show activities will take place at the beautiful Grand Hotel Marriott Resort in Point Clear, Alabama. Make your reservations at 1-800-554-9933. Make sure you tell the Guest Services Representative you are attending the Gulf Coast Home Care Conference. **ROOM RATE IS \$149 PER NIGHT.** Reservation Code: guhguha

The Grand Hotel Marriott Resort is conveniently located on the coast of Mobile Bay in Point Clear, Alabama which is approximately 46 minutes from Mobile, AL. In addition to being easily accessible by land, daily major airline service is also available via the closest airport.

## Transportation

- From Mobile - MOB airport: airport shuttle service with reservation required is \$75 one way; estimated taxi fare is \$105 one way; Mobile Bay Transportation fee is \$75 one way upon request
- From Pensacola International Airport - PNS: airport shuttle service with reservation required is \$75 one way; estimated taxi fare is \$140 one way; Mobile Bay Transportation fee is \$100 one way upon request

## Car Rentals

Note: We've found from previous experiences that it may be cheaper to rent a car rather than taking a taxi. The Mobile - MOB airport has several car rentals located nearby. Here is the link to the website: [http://www.mobairport.com/TP\\_car\\_rental.html](http://www.mobairport.com/TP_car_rental.html)

# Advertising

Go Beyond the Booth... Advertise in the Conference Program.

- Ad submission Deadline—**July 13, 2012**
- Advertising is sold on a first come, first served basis
- Late ads will not be accepted
- Payment must accompany artwork
- Ads must be camera ready or submitted by email in high-resolution .jpeg or .tiff format
- Ads will be printed in black and white unless otherwise indicated, with advertiser paying printing cost difference
- Prime exhibitor sponsorships supersedes ad placement
- We reserve the right to refuse any advertising.

Size	Member Rate	Non-Member Rate
Full Page	\$400	\$800
Half Page	\$200	\$400
Quarter Page	\$150	\$300
Add Color to Ad	\$100	

# Gulf Coast Home Care Conference & Exhibition

## Exhibit Application

Exhibit Dates: July 31 - August 1, 2012

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 state association(s) (circle): LA MS AL

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—\$5000 \$ \_\_\_\_\_

Silver Sponsor—\$2500 \$ \_\_\_\_\_

#### Exhibit Booth(s)

Member Rate: # \_\_\_\_\_ of 8x10 booths @ \$950 \$ \_\_\_\_\_

Non-Member: # \_\_\_\_\_ of 8x10 booths @ \$1,325 \$ \_\_\_\_\_

Add \$100 if sent after July 13, 2012 \$ \_\_\_\_\_

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

(Electric & Internet Included in Booth Price)

#### Other Sponsorships

##### **\$1000 Member/\$1250/Non-Member**

Keynote Speaker \$ \_\_\_\_\_

Exhibit Hall Luncheon \$ \_\_\_\_\_

##### **\$750 Member/\$1000 Non-Member**

General Sessions \$ \_\_\_\_\_

##### **\$500 Member/\$750 Non-Member**

Educational Breakout Sessions \$ \_\_\_\_\_

Exhibit Hall Breakfast \$ \_\_\_\_\_

**Total Exhibit Space:** \$ \_\_\_\_\_

### Advertising Order

**\*Ads are due to GCHCC by July 13, 2012**

	Member/Non-Member	
Full Page (up to 8.5w x 11h)	\$400/\$800	\$ _____
Half Page (up to 7.5w x 5h)	\$200/\$400	\$ _____
Quarter Page (up to 3.5w x 5h)	\$150/\$300	\$ _____
Ad Color \$100		\$ _____

**Total Advertising:** \$ \_\_\_\_\_

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

#### Method of Payment

☐ Check payable to HCLA ☐ Credit Card

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

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

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

Signature \_\_\_\_\_

**Exhibitor registration is being handled by HCLA. For questions contact Liz Langley at 337-231-0080.**

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

HCLA  
850 Kaliste Saloom Road, Suite 123  
Lafayette, LA 70508  
Fax: 337-231-0089



# 2012 Gulf Coast 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

Gulf Coast Home Care 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 Grand Hotel Marriott Resort (Resort) has made available to Gulf Coast Home Care 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. GCHCC 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. GCHCC 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 2012 GCHCC 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 GCHCC no later than July 13, 2012. The GCHCC will retain an administrative fee of 25% of the cost of the booth. There will be no refunds after July 13, 2012.

### 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 GCHCC 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 GCHCC 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 GCHCC or the Resort 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 Resort 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 Resort harmless on space that has been made available to GCHCC. Exhibitor agrees to abide by all applicable fire, utility and building codes.

### Mailing List Usage

As a Gulf Coast Home Care 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:

GCHCC

c/o Home Care Association of Louisiana  
850 Kaliste Saloom Road, Suite 123, Lafayette, LA 70508  
Phone 337-231-0080 \* Fax 337-231-0089

Signature\_\_\_\_\_

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

Company\_\_\_\_\_

Phone\_\_\_\_\_

Fax\_\_\_\_\_

Email\_\_\_\_\_