



Exhibitor Prospectus

Trade Show

September 24, 2019

Hampton Roads Convention Center



What exhibitors say they like best about the VHCA-VCAL Trade Show

- This is always a great event. We are able to connect with current clients and always meet new potential communities.
- Excellent show - great participation from attendees.
- Great attitudes and opportunities!
- The professionalism and camaraderie of all involved. Easy access to registration and excellent hours and traffic.
- Great experience and opportunity to become part of this amazing community.

We'll See You in Hampton!

The Hampton Roads Convention Center is located in Hampton, Virginia. It's distinctive white sails above the entrance provide a visual reminder of the first settlers to reach this area by sea four centuries ago. Hampton's unofficial motto, "First from the sea, first to the stars" encapsulates more than 400 years of history that span the arrival of the first English-speaking settlers in North America to the training of NASA's Mercury Seven astronauts, the first Americans to fly into outer space.

Questions?

Contact: Doran Hutchinson
 Vice President of Member Services and Education
 Virginia Health Care Association
 Virginia Center for Assisted Living
 (804) 212-1692 | doran.hutchinson@vhca.org

1610 Coliseum Drive, Hampton, VA 23666

Register online at tradeshow.vhca.org



Be Part of the Largest Long Term Care Trade Show in Virginia

VHCA-VCAL hosts the premier conference for long term care professionals in Virginia.

We invite you to exhibit with us and learn more about your customers' needs while showcasing your products and services, building brand awareness, reconnecting with clients, and collecting new leads.

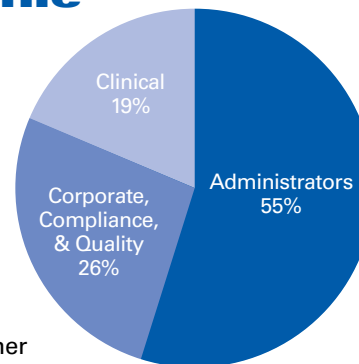
Take advantage of the opportunity to meet with decision makers, purchasing officers, and others who work in Virginia's nursing centers and assisted living communities.

Event Profile

The Virginia Health Care Association-Virginia Center for Assisted Living (VHCA-VCAL) is Virginia's largest advocacy organization for long term care providers representing over 345 Virginia nursing centers and assisted living communities and the over 90,000 residents and patients they serve annually through the selfless efforts of nearly 50,000 dedicated care-giving staff. Our **Annual Convention and Trade Show** offers business meetings, educational seminars for professional development, networking and social opportunities, and a forum for long term care suppliers to showcase their goods and services.

Attendee Profile

Virginia's nursing centers and assisted living communities invest millions of dollars each year in products and services for their residents, making this Trade Show the most attractive showcase for long term care exhibitors in Virginia.



This annual event brings together hundreds of nursing center and assisted living professionals – purchasing decision-makers who include chief executives, owners, administrators, regional managers, clinical directors, directors of nursing, and other employees who provide quality long term care all across Virginia.

Why Exhibit?

- One-on-one contact with qualified buyers and an opportunity to build trust, long term relationships, and sales.
- Demonstrate how your product or service cuts costs, improves effectiveness, and commands attention from buyers.
- Build brand awareness by putting your products or services front and center at Virginia's premier event.

Get Your Booth Now!

Check out the Trade Show Floor Plan and book your booth at tradeshow.vhca.org. This site includes up-to-date information on booth availability and quick links to reserve your booth. You can set up a free profile featuring your company name, product information, contact name, links to your company's website, and an email link for users to ask questions or to set up appointments.

Description of Standard Exhibition Spaces

All booths are 10' wide by 10' deep. Each booth includes:

- One ten foot high pipe and flame resistant fabric backdrop
- Three foot high pipe and flame resistant fabric side rails
- Carpeting
- Booth sign with your company name
- One six foot draped table and two chairs
- Support service from VHCA-VCAL staff and Convention and Trade Show committee members
- Lunch for two exhibitors. You must pre-register to reserve your lunches. (Additional lunches may be purchased.)

Note: Additional furnishings and services will be available, at an additional charge, if desired. The Exhibitor Service Kit, which will be sent to contracted exhibitors by August 1, will include the forms for these services.

Exhibit Space Rates

If Registration & Payment Received by July 1, 2019
VHCA-VCAL Member \$700 | Non-member \$1,300

Rates after July 1, 2019
Member \$800 | Non-Member \$1,400

Schedule of Events

Tuesday, September 24

8:00 am – 12:00 pm	Exhibitor Set-Up
12:15 pm – 1:15 pm	Lunch
1:15 pm – 4:30 pm	Trade Show Hours
3:45 pm – 4:30 pm	Reception (During the Trade Show)
4:45 pm – 8:00 pm	Exhibitor Breakdown

No other events are scheduled during the Trade Show to ensure show attendance.

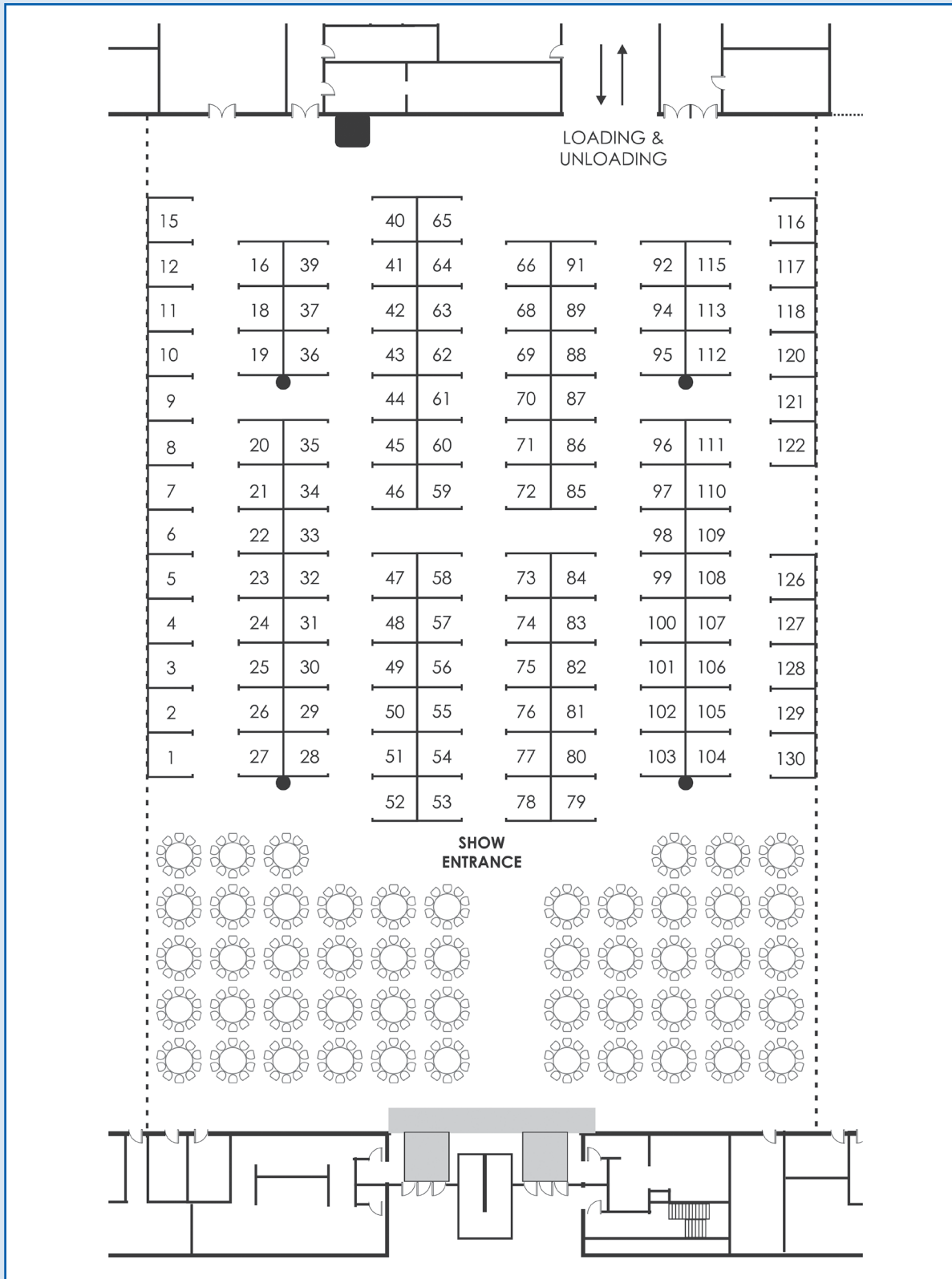
Accommodations

For reservations at the Embassy Suites by Hilton Hampton Roads/Hotel, Spa & Convention Center call (800) EMBASSY or (757) 827-8200. The guest room rate for the VHCA-VCAL room block is \$159/night (single/double + taxes and fees). Book your room by August 30, 2019.

Important Notes

- Every exhibitor who contracts for booth space prior to August 30 will be profiled in the VHCA-VCAL Buyer's Guide, a supplement to our Membership Directory.
- The use of sound devices, megaphones, loudspeakers, or undignified methods of attracting attention is prohibited where such methods interfere with other exhibitors. VHCA-VCAL retains the right to ask you to discontinue or prohibit any such activity.
- Non-exhibiting vendors and non-registered attendees may not walk the Trade Show floor. VHCA-VCAL retains the right to require any individuals violating this policy to vacate the Trade Show floor.
- Take advantage of additional promotional opportunities by signing on as a sponsor. We offer a range of options at various levels to help your company stand out. Contact Doran Hutchinson at (804) 212-1692 for more information.

Trade Show



Check out the Virtual Floor Plan at tradeshow.vhca.org for the most up-to-date information on booth availability and online registration.

Exhibitor Needs

Print Company name for booth sign:

Primary product or service:

For current booth availability, view online trade show floor plan at tradeshow.vhca.org before selecting.

Booth preference (based on availability): 1st Choice:

2nd Choice:

3rd Choice:

Booth Payment Options

Payment in full must be received with this contract. Reserve your booth online at tradeshow.vhca.org.

Check Enclosed

MC / Visa / AmEx / Discover

Account #

Security Code:

Expiration Date:

Print Name of Cardholder:

Signature:

Card Holder's Billing Address:

City:

State:

Zip Code:

Email Address:

Make checks payable and mail to:

**Virginia Health Care Association
2112 W. Laburnum Avenue, Suite 206
Richmond, Virginia 23227**

Non-members: To join VHCA-VCAL before July 1, complete the enclosed Membership Application and return with your \$600 dues payment or, as a non-member, you may exhibit at the non-member price of \$1,300. (Booth fees increase by \$100 after July 1.)

Cancellations for credit card payments subject to 10% service fee.

Failure to Occupy Exhibit Space: If space is not occupied 30 minutes prior to the opening of the Trade Show, Tuesday, September 24, 2019, this will be considered a no-show and the space will be forfeited by the exhibitor. This forfeited space may be resold, reassigned, or used by VHCA-VCAL without obligation.

Hotel Information: Hotel accommodations are available at the Embassy Suites by Hilton Hampton Hotel Convention Center and Spa. The guest room rate for the VHCA-VCAL room block is \$159 per night (single/double plus taxes and fees). Guest room reservations can be made by calling (757) 827-8200. The hotel reservation deadline is August 30, 2019.

Important Notices: By registering for and/or attending this event, I acknowledge and agree that photographs, video, and other recordings of the event may be taken by VHCA-VCAL or parties acting on behalf of VHCA-VCAL, and that these photographs, video, and other recordings may be used by VHCA-VCAL in any media now known or later invented for any purpose related to VHCA-VCAL's mission, including education, promotional, and awareness-related use. I give VHCA-VCAL unlimited permission to use my name, likeness, image, statements, and other information I may give to VHCA-VCAL, whether through registration, at the event, or otherwise, that may be necessary for VHCA-VCAL to make use of its rights in the photographs, video, and other recordings.

Contact Information:

Doran Hutchinson | VHCA-VCAL
doran.hutchinson@vhca.org | Phone: (804) 212-1692 | Fax: (804) 353-3098