



# HOME CARE & HOSPICE ASSOCIATION OF NJ

## 2018 Annual Conference & Exhibition

### Sponsorship & Exhibitor Prospectus

June 7 & 8, 2018 - CAESAR'S ATLANTIC CITY

## CALL FOR EXHIBITORS & SPONSORS

Industry vendors have exhibited for years at many state and national events for healthcare. Consider the results that would come from exhibiting at a highly focused event designed specifically for home care and hospice managers including agency decision makers--- just the professionals you want to meet. Each attendee at this event is a viable sales prospect. This is your opportunity to market your products and/or services and offer these professionals solutions to their business needs. With the ongoing changes in home care and hospice, this single event brings together industry management from all areas of New Jersey.

### Exhibit Hall Hours / Events

**Wednesday, June 6<sup>th</sup> - Registration is REQUIRED for PAC Events.**

[NJHCH PAC Golf Outing at Ballamor](#), 6071 English Creek Ave., Egg Harbor Township, NJ - 1:00pm

[New Jersey Home Care & Hospice PAC Event](#) – Bally's Wild Wild West Bar (1<sup>st</sup> floor), 7:30pm – 8:45pm

**Exhibitor Registration & Setup:** 3:00pm – 6:00pm

**Thursday, June 7<sup>th</sup>**

**Registration & Setup:** 6:30am – 7:30am

**Hours:** 7:30am – 7:00pm

*Cocktail Reception: 6:00pm-7:00pm*

**Friday, June 8<sup>th</sup>**

**Hours:** 7:30am – 10:30am

**Breakdown:** 10:30am – noon

### Exhibit Fee

Home Care & Hospice Association of NJ members will receive a discounted exhibit rate of \$750 for the two-day conference. The non-member exhibit cost is \$1,200 for the two-day conference.

Non-members who are interested in joining can log onto [www.homecarenj.org](http://www.homecarenj.org) to access a membership application or contact Chrissy Buteas at [chrissy@homecarenj.org](mailto:chrissy@homecarenj.org) or call (732) 877-1100. Join now and save \$450 on your exhibit booth!

### Exhibitor Fee includes:

- One 8'x8' exhibit booth
- 8' back drape and 42" side drape
- One (1) 6' draped table
- Two (2) chairs
- One (1) 7"x44" one-line identification sign
- One (1) complimentary 110 watt 15 amp outlet for electricity
- Continental breakfast and lunch for two registered exhibitors on each day of the conference
- Pre-conference attendee list with contact information (emailed one week prior to conference)
- Your company's name, contact information and description of products/services in conference program

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## SPONSORSHIP OPPORTUNITIES

All sponsors receive the following: (1) Recognition during conference; (2) Inclusion of company name in conference program; (3) Signage at conference; (4) List of registered attendees via email. Please note: full page ad dimensions are 10”h x 7.5”w and half page ads are 4.75”h x 7.5”w. For additional sponsorship benefits at each level please see below.

### Premier Conference Sponsor \$6,000

(open to three)

**This prestigious sponsorship provides optimal visibility and recognition.**

- \*Opportunity to present company services during lunch
- \*Logo on cover of conference program
- \*Logo in conference program
- \*Company literature in conference tote
- \*Company memento in every tote
- \*A premier 8’x16’ booth in exhibit hall
- \*Four conference sponsor registrations
- \*Complimentary full page color ad in conference program
- \*Corporate seal on Association presentations

### A/V Exclusive Sponsor \$4,750

**Puts your organization in focus.**

- \*Opportunity to present company services during awards lunch
- \*Logo on break-out session welcome slides
- \*Logo on program cover
- \*Company literature in conference tote
- \*Company memento in every tote
- \*Two conference sponsor registrations
- \*Complimentary full page color ad in conference program
- \*A standard 8x8 exhibit booth

### Cocktail Reception Sponsor \$3,750

(open to two)

**This social event is an attendee favorite for networking and relaxing.**

- \*Opportunity to welcome conference attendees to the cocktail reception
- \*Logo on cover of conference program
- \*Logo in conference program
- \*Company literature in conference tote
- \*Company literature on reception tables
- \*One conference sponsor registration
- \*Company memento in every tote
- \*Complimentary full page color ad in conference program

### Awards Lunch Sponsor – Day 1

**\$3,750 (open to two)**

**A great time for networking while enjoying lunch! (Thursday)**

- \*Logo on cover and inside the program
- \*Welcome attendees to lunch
- \*Company literature in conference tote

- \*One conference sponsor registration
- \*Company memento in every tote
- \*Company tent cards on every table
- \*Complimentary full page color ad in conference program

### Conference Tote Sponsor \$3,750

**Your company logo will be on every conference tote. This provides your organization with great visibility!**

- \*Company logo on bag
- \*Logo in conference program
- \*Company memento in every tote
- \*One conference sponsor registration
- \*Complimentary full page color ad in conference program

### Continental Breakfast / Travel Mugs Sponsor – Day 1 \$3,750

**This sponsorship features breakfast and travel mugs for all attendees.**

- \*Company logo on travel coffee mugs distributed to all conference attendees
- \*Logo in conference program
- \*Your company memento in every tote
- \*One conference sponsor registration
- \*Complimentary full page color ad in conference program.

### Conference Program Sponsor \$3,250

**Program includes important details for the 2 day conference.**

- \*Company logo on cover of conference program given to all conference attendees
- \*Logo in conference program
- \*Complimentary half page color ad in conference program

### Name Badge Sponsor \$3,000

**Name badge holders serve as admission passes and provide great face time!**

- \*Company logo on all name badges
- \*Logo in conference program
- \*Complimentary half page color ad in conference program

### Keynote Speaker Sponsor \$2,750

**Support the “kick off” of our conference by sponsoring our impressive speaker.**

- \*Introduce the opening keynote speaker

- \*Logo in conference program
- \*Complimentary half page color ad in conference program

### Continental Breakfast- Day 2 \$2,750

**Good Morning... Rise & Shine!**

- \*Logo in conference program
- \*Company recognition signage at breakfast
- \*Company memento in every tote
- \*Complimentary half page color ad

### Hotel Key Card Sponsor \$2,000

**Attendees receive a customized room key displaying your company logo.**

- \*Logo in conference program

### Conference Memento Sponsor \$2,000

(unlimited)

**Make the conference memorable... put your company memento in every tote!**

- \*Logo in conference program

### Refreshment Break Sponsor \$1,500

**A yummy break for attendees.**

- \*Company name and logo displayed on refreshment serving table
- \*Logo in conference program

### Charging Station Sponsor \$1,500

**Offer attendees a place to recharge their batteries during the conference.**

- \*Company name and logo displayed on charging station.
- \*Logo in conference program

### Box Lunch Sponsor- Day 2 \$1,000

**Leave a lasting impression on attendees as they exit the conference.**

- \*Company name and logo displayed at box lunch pickup area.
- \*Logo in conference program

### Breakout Session Sponsor \$500

**(Educational content of session may not conflict with product/service of sponsor)**

**Support professional growth by sponsoring a 60 minute educational session.**

- \*Company name and logo prominently displayed at the session’s registration table
- \*Logo in conference program



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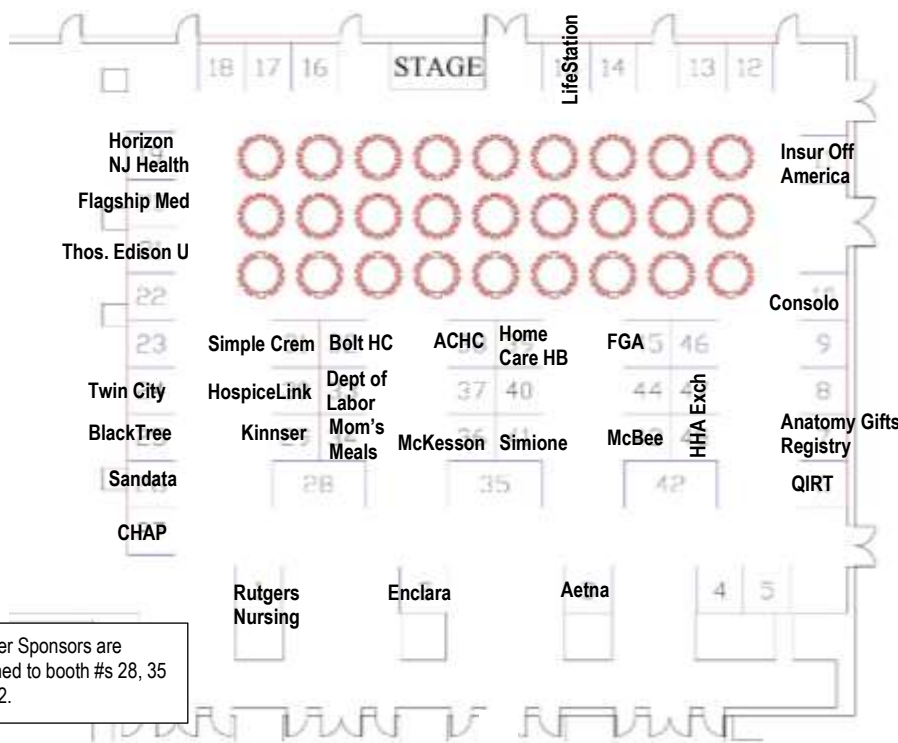
CAESAR'S ATLANTIC CITY

## EXHIBIT HALL FLOOR PLAN & BOOTH SELECTION

Sponsors will receive preferential treatment in the placement of their booths. All other vendor assignments shall be on a first come, first paid, first served basis. Final booth location shall be determined by the staff of the Home Care & Hospice Association of NJ. Please note that booth reservations are processed only after payment is made.

All registration is done online at [www.homecarenj.org](http://www.homecarenj.org).

### EXHIBIT FLOOR PLAN (subject to change)



### Booth Selection

Exhibitors should choose from standard 8'x8' booths. The premier booths (#28, #35 and #42) are reserved for sponsors at the \$6,000+ level.

### Please choose your top four booth locations:

- Choice #1 \_\_\_\_\_
- Choice #2 \_\_\_\_\_
- Choice #3 \_\_\_\_\_
- Choice #4 \_\_\_\_\_

### Entrance

**Booth Staff:** Booth staff must be employees of the registered exhibitor. Additional charges apply to all exhibitors and sponsors below the \$6,000 level who wish to register more than two (2) participants. Additional charges apply for sponsors at the \$6,000+ level who wish to register more than four (4) participants.



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## EXHIBITOR REGULATIONS

The following regulations have been developed to ensure that the exhibition is conducted in a safe and responsible manner.

### Responsibility

1. **Default Occupancy** – Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental price for such space, and Home Care & Hospice Association of NJ shall have the right to use such spaces as it sees fit to eliminate blank space in the exhibit, provided such contracted booth space is not occupied one hour after set up time.
2. **Cancellation of Exhibit Space** – It is understood that there will be no refund of the exhibitor fee if the contract is canceled by exhibitor 14 days or less prior to the event. Cancellation prior to that date requires payment of 30% of the exhibit fee.
3. **Insurance** – Exhibitors shall indemnify and hold harmless Home Care & Hospice Association of NJ, its authorized agents and the event location from all liability for:
  - a. Damage or loss resulting from fire, theft, accident, or other causes.
  - b. Any injury that may occur to show visitors, exhibitors, their agents, employees or others. Each exhibitor must secure insurance at his/her own expense.
4. **Fire, Safety, Health** – Exhibitors must assume full responsibility for compliance with local, city, and state ordinances and regulations covering fire, safety and health.
  - a. Table coverings and booth equipment must be non-flammable material. All decorative materials must be fire-resistant and in accordance with the standards established by the National Board of Fire Underwriters. Certificates attesting that all materials referred to herein have been flame proofed must be notarized and submitted upon request. Flame proofing, which is not in accordance with the applicable codes, is a violation and unacceptable.
  - b. All exhibit equipment and materials must be contained within the booth and protected with adequate safeguards to pose no danger to other exhibitors or participants. Exhibits which produce high noise levels or produce offensive odors will not be permitted.
5. **Housekeeping** – Each exhibitor is responsible for the cleanliness of his/her exhibit and shall properly dispose of any garbage or waste resulting from the exhibit.

### Security

1. Exhibitors must provide for the security of their goods, materials, equipment and general display at all times. Home Care & Hospice Association of NJ will not be responsible for the loss or damage of any material for any cause.

### Damage Control

1. **Protection of Building** – Nothing may be posted on, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Whatever is necessary to properly protect the building, equipment or furniture will be at the expense of the exhibitors. Exhibitors are liable for any damage they cause.
2. **Plastic on Floor Surfaces** – Plastic must be placed under all machinery or displays containing oil or other substances which may leak on floor surfaces. Please bring this with you.

### Aesthetic Aspects

1. **Obstructions** – In no case must any decoration or fixture interfere with any exhibit.
2. **Appearance** – All displays should be professional looking so as not to detract from the overall appearance of the exhibition.

### Miscellaneous

1. **Food and Beverage** – All food & beverages must be supplied by the hotel. No food or beverages may be served in the exhibit area unless expressed written permission has been obtained from Home Care & Hospice Association of NJ prior to event.
2. **Registration of Visitors** – Home Care & Hospice Association of NJ shall have sole control over admission policies at all times. All persons visiting the convention and exhibition as well as exhibitor personnel shall be required to register and wear an appropriate badge while in attendance. Company employees who are not registered at the conference or exhibition may not walk the exhibit floors.
3. **Sales and Signs** – The exhibition is not a specific sales facility for individual exhibitors. Its purpose is the promotion and stimulation of interest in, and demand for, the industry's products and services in general, and it is conducted in a manner reasonably assumed to achieve that purpose. No printed information is to be distributed and no signs displayed that state that any sales were made during the exhibition. The right to exhibit does not constitute a Home Care & Hospice Association of NJ endorsement of a product or service.
4. **Distribution of Promotional Items** – Promotional items such as novelty gifts, brochures, invitations, etc., must be distributed by Home Care & Hospice Association of NJ via promotional advertising or at the exhibit booth. No distribution will be permitted in the hotel or unauthorized exhibit space.
5. **Conference Mailing List** – Home Care & Hospice Association of NJ's conference attendee lists will be distributed only to vendors who are exhibiting and/or sponsoring an event at the conference.

6. SIGNATURE REQUIRED: \_\_\_\_\_ PRINT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

--- THIS PAGE MUST BE SIGNED AND RETURNED WITH REGISTRATION MATERIALS ---







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## ADDITIONAL DETAILS FOR EXHIBITORS AND SPONSORS:

### Meals

**Exhibitors-** Breakfast and lunch for two, on both conference days, is included in the cost of the Exhibitor Booth. Additional full conference meals may be purchased separately.

### Booth Selection

*Sponsors will receive preferential treatment for booth placement.* All other exhibitor assignments shall be on a first come, first served, first paid basis. Final booth location shall be determined by the staff of Home Care & Hospice Association of NJ. Please note that booth reservations are processed only after payment is made.

### Power connections, storage, and other services

One complimentary 110 watt 15 amp outlet will be available to each booth in the Exhibit Hall. Upon receipt of this registration you will receive an exhibitor packet from **AEX Convention Services** that will include all forms needed to order additional exhibit tables and/or additional outlets. Charges by **AEX Convention Services** may apply. If so, these must be settled directly with **AEX Convention Services**. Basic wireless internet access will be available at no cost.

Exhibitors and Sponsors who plan to ship materials should make arrangements with **AEX Convention Services**. Each company will be advised of size and weight limitations, as well as additional charges that may apply. Details will be provided in exhibitor packet.

**Shipping Address:** Will be provided in Exhibitor Packet which will be emailed upon completion of registration.

Contact Susan Manders at [susan@homecarenj.org](mailto:susan@homecarenj.org) for further information.

Materials and other items may only be stored (before, during, and after the Expo) at areas designated by the Home Care & Hospice Association of NJ staff and **AEX Convention Services**.

### Raffle Prizes

Please notify the Home Care & Hospice Association of NJ if you intend to provide raffle prizes. The staff of the Home Care & Hospice Association of NJ will advise you when the drawings will be held. Exhibitors are responsible for providing the prizes at the time of the raffle. Participation is strictly voluntary.

### Convention Center - Hotel Rooms

Hotel rooms can be booked at **CAESAR'S ATLANTIC CITY** for the special Home Care & Hospice Association of NJ room rate of **\$89.00 per room per night, plus all applicable taxes and fees**. This rate is available for the night of June 6 and June 7, 2018.

Reservations will be accepted on a first-come first-serve basis. **Call (888) 516-2215 to make reservations. Please reference group code SC06HC8.**

**The deadline to receive this special room rate is May 18, 2018**

### Your Key Contacts

For questions about conference exhibits, sponsorships or other arrangements please contact Susan Manders at [susan@homecarenj.org](mailto:susan@homecarenj.org) or 732-877-1100.

### Photo Release

From time to time, we use photographs of participants in Home Care & Hospice Association of NJ promotional material. By virtue of your attendance (or sponsorship or advertisement), you agree to the use of your likeness in such material.

### Confirmation Receipt

Please provide names and email addresses for all attendees. A confirmation receipt will be part of your confirmation notification.

### Returned Checks

There is a \$50 service charge for returned checks.