



Dear Potential Exhibitor/ Sponsor/ Advertiser:

We invite you to join us for the Home Care Association of NJ's 2010 Annual Conference. The Conference will be held June 10 & 11, 2010 at Bally's Hotel & Casino in Atlantic City, New Jersey. We expect to exceed last year's attendance which translates into more contacts and networking for you and your organization.

We value your participation and therefore will maximize your exposure throughout the conference. We offer you exhibiting, sponsorship and advertising opportunities to highlight the products and/or services you offer. Don't miss this opportunity to promote your business!

On behalf of the Home Care Association of NJ we thank you for your anticipated support and hope to see you in Atlantic City.

Sincerely,

Sherl Brand
President & CEO



Exhibitor Information

If you are a Home Care Association of NJ member you will receive a discounted exhibit rate of \$750 for the two-day conference—a savings of \$450!

The non-member exhibit cost is \$1200 for the two-day conference. Non-members who are interested in joining can log onto www.homecarenj.org to access our membership applications. Join now and begin to save!

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 with show logo
- One (1) complimentary 110 watt 15 amp outlet for electricity
- Continental breakfast and lunch for one on both days
- List of all registered attendee's contact information (Distributed at Registration)
- Your company name, address, phone number and products/ services description in the conference materials

Exhibitor/ Networking Schedule:

Wednesday June 9, 2009

Early Set-up TBD

Thursday June 10, 2009

Set-up/ Exhibitor Registration 6:30A- 7:30A

Exhibit Hours 7:30A-5:30P

Cocktail Reception/ Networking 5:45P-7:00P

Friday June 11, 2009

Exhibit Hours 7:30A-12:00P

Breakdown 12:00P- 1:00P

Advertiser Information

Advertise in the Annual Conference Program Binder for added exposure to conference attendees!

<u>Ad Space</u>	<u>Ad Size</u>	<u>Member Rate</u>	<u>Non- Member Rate</u>
Full Page	6 ½"x9"	\$400	\$650
Half Page	6 ½"x4" or 3"x9"	\$300	\$550
Quarter Page	3"x4"	\$200	\$450



Description of Sponsorship Options

Platinum Sponsorship (\$5,000) entitles the sponsor to:

- Recognition during conference
- Inclusion of the Company's name in Conference materials
- Signage at conference
- A 8' x 8' booth at the Conference Exposition with premier booth location
- Access for two Sponsor participants to educational programs
- All meals for two Sponsor participants at the Conference
- Opportunity to include company literature in conference tote bags
- Five minute speaking opportunity at lunch to present company services and/or products
- List of all registered attendees on CD
- Complimentary full page ad in conference binder

Gold Sponsorship (\$2500) entitles the sponsor to:

- Recognition during conference
- Inclusion of the Company's name in Conference materials
- Signage at conference
- All meals for one Sponsor at the Conference
- List of all registered attendees on CD
- Complimentary half page ad in conference binder
- Company logo on Conference Tote Bags (Conference Tote Bag Sponsor only)
- Company name/ signage on cover of Conference Binder (Conference Binder Sponsor only)

Silver Sponsorship (\$1500) entitles the sponsor to:

- Recognition during conference
- Inclusion of the Company's name in Conference materials
- Signage at conference
- List of all registered attendees on CD
- Company logo on lanyard (Badge/ Lanyard Sponsor only)
- Company name/ signage at breakfast (Breakfast Sponsor only)

Bronze Sponsorship (\$1000) entitles the sponsor to:

- Recognition during conference
- Inclusion of the Company's name in Conference materials
- List of all registered attendees on CD
- Signage at conference

PLATINUM SPONSORSHIPS
Annual Conference Co-Sponsor
Cocktail Reception

GOLD SPONSORSHIPS
Conference Tote Bags
Conference Binders
Keynote Speaker- Day 1
Keynote Speaker- Day 2

SILVER SPONSORSHIPS
Name Badge/ Lanyards
Continental Breakfast- Day 1
Continental Breakfast- Day 2

BRONZE SPONSORSHIPS
Table Centerpieces
Afternoon Snack- Day 1



Exhibitor/ Sponsor/ Advertiser Registration Form

Company Name: _____

Primary Contact/ Title _____ Email _____

Additional Contact/ Title _____ Email _____

Street Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Description of Product or Service
(Please provide a description of your company's products or services as you would like it to appear in the conference program. 50 words or less)

PAYMENT INFORMATION

Payment in full is due upon acceptance by Home Care Association of NJ of the Exhibitor and Sponsor Registration Form. Failure to meet all payment obligations will result in termination of any and all privileges. Successful processing of payment is necessary to guarantee the allocation of a booth.

Payment by: [] Check # _____ for a total of \$ _____
Check payable to Home Care Association of NJ, Inc.

[] Credit Card Please charge my account for a total of \$ _____

[] Visa [] MasterCard [] American Express

Expiration Date _____ CVV Code _____ Credit Card # _____

Name as it appears on the credit card: _____

Billing Address: Person/Company _____

Street _____ City/ State/ Zip _____

Signature _____ Date _____



Exhibitor Options

Expo Booth (8'x8')
 Complete list of amenities included with exhibit booth are listed in detail on page 4

Cost	Total
<input type="checkbox"/> Member \$ 750	\$ _____
<input type="checkbox"/> Non Member \$1200	

Exhibitor Name _____ Lunch: Day 1 Day 2 Included in Price \$ 0

Exhibitor Name _____ Lunch: Day 1 Day 2 **\$60 per day** \$ _____

NOTE- One 110 watt 15 amp outlet for electricity will be supplied at no charge. If you require additional electrical power, internet access, shipping/drayage, or other services at your display area, you must request these items from AEX Convention Services directly via the Exhibitor Packet. Charges for these services ARE NOT included in the registration or booth fee and must be settled between the exhibitor and AEX Convention Services. Exhibitor Packet will be emailed to vendor upon completed registration and payment. Contact Jeff Dye with AEX Services at jeff@aexservices.com for further assistance.

Sponsorship Options (Sponsorship levels are described on page 6.)

	Cost	Total
Platinum Sponsorship: <input type="checkbox"/> Annual Meeting Co-Sponsor <input type="checkbox"/> Cocktail Reception	\$ 5,000	\$ _____
Gold Sponsorship: <input type="checkbox"/> Conference Tote Bags <input type="checkbox"/> Keynote Speaker (Day 1) <input type="checkbox"/> Conference Binders <input type="checkbox"/> Keynote Speaker (Day 2)	\$ 2,500	\$ _____
Silver Sponsorship: <input type="checkbox"/> Continental Breakfast (Day 1) <input type="checkbox"/> Name Badge/ Lanyards <input type="checkbox"/> Continental Breakfast (Day 2)	\$ 1,500	\$ _____
Bronze Sponsorship: <input type="checkbox"/> Table Centerpieces <input type="checkbox"/> Afternoon Snack (Day 1)	\$ 1,000	\$ _____

Advertising Options

	Cost	Total
Full Page Ad	<input type="checkbox"/> Member \$ 400 <input type="checkbox"/> Non Member \$650	\$ _____
Half Page Ad	<input type="checkbox"/> Member \$ 300 <input type="checkbox"/> Non Member \$550	\$ _____
Quarter Page Ad	<input type="checkbox"/> Member \$ 200 <input type="checkbox"/> Non Member \$450	\$ _____

Total Charges \$ _____

Fax, mail, or email completed Exhibitor Registration form and signed Exhibitor Regulations page to Home Care Association of NJ. Payment must accompany registration forms. Confirmation of booth selections and inclusion in conference materials are dependent on receipt of payment and deadlines.

Mail: Home Care Association of NJ, 485D Route 1 South, Suite 210, Iselin, NJ 08830
Fax: (732) 877-1101 **Email:** Jennifer@homecarenj.org



Exhibition 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 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 25% of the exhibit fee.
3. Insurance - Exhibitors shall indemnify and hold harmless Home Care 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.
c) 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.
d) 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. Cleaning services are available through the Hotel. See Utility Order Form.

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 onto floor surfaces. Please bring this with you.

Security

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

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 Association of NJ prior to the event.
2. Registration of Visitors - Home Care 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 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 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 Association of NJ's conference attendee lists will be distributed only to vendors who are exhibiting and/or sponsoring an event at the conference.

SIGNATURE REQUIRED:

DATE:

---- THIS PAGE MUST BE SIGNED AND RETURNED ----



Additional Details for Sponsors, Vendors & Exhibitors

Meals

Exhibitors- Lunch for one person is included with the cost of the Exhibitor's Booth for both conference days.

Additional Conference Meals may be purchased.

Sponsors- See Sponsorship details for meals included in sponsorship

Booth Selection

Sponsors will receive preferential treatment in the placement of their Booths. All other Vendor assignments shall be on a first come, first served, first paid basis and shall be determined only by the Sponsor and staff of Home Care Association of NJ. Please note that all 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 Expo 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, additional outlets, or wireless internet access. Charges by AEX Convention Services may apply. If so, these must be settled directly with AEX Convention Services.
- 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.

Shipping Address: Will be provided in Exhibitor Packet which will be emailed upon completion of registration. Contact Jennifer Montross at Jennifer@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 Association of NJ staff and AEX Convention Services.

Raffle Prizes

Please notify the Home Care Association of NJ if you intend to provide raffle prizes. The staff of the Home Care 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 Bally's Atlantic City for the special Home Care Association of NJ room rate of **\$117.00 per night** plus applicable taxes. This rate is available for the night of June 9 and June 10, 2009. Reservations will be accepted on a first-come first-serve basis. Individuals are requested to call Bally's at (800) 345-7253 directly to make reservations.

- **The deadline to receive this special room rate is May 26, 2010**

Your Key Contacts

For questions and clarifications on this program and other arrangements related to the Conference and Exposition, contact Jennifer Montross at Jennifer@homecarenj.org.

Photo Release

From time to time, we use photographs of participants in Home Care 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

If you provide a valid e-mail address, a confirmation receipt will be part of your confirmation notification.

Returned Checks

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