

# Home Care Association of NJ 2009 Annual Conference Exhibitor & Sponsor Prospectus



## ***Message from the Home Care Association of NJ***

We invite you to join us as an exhibitor, sponsor and/or advertiser at the Home Care Association of New Jersey's 2009 Annual Conference, April 30– May 1, 2009 at Bally's in Atlantic City, NJ. We expect to exceed last year's attendance which translates to more contacts and networking for you and your organization.

We are also pleased to share that we have three nationally recognized keynote speakers joining us this year: Tony Galanos, MD from the Duke University Center for the Study of Aging and Human Development, William Dombi, VP for Law and Theresa Forster, VP for Policy from the National Association for Home Care & Hospice.

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

Thank you for your continued support.

Best Regards,

*Sherl Brand*

**President & CEO**

## Exhibitor Information

If you are a Home Care Association of New Jersey 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](http://www.homecarenj.org) to access our membership applications. Join now and begin to save!

### Exhibitor Fee Includes

- 8' high back drape and 42" high side drape
- One (1) 6' draped table
- Two (2) chairs and one (1) wastebasket
- One (1) 7" x 44" 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 conference days
- A list of all registered attendees' contact information
- Your company's name, address, phone number and products/services description in the conference binder
- Your company's name recognized in an edition of the Home Care Association of NJ's Management Information Bulletin

### Exhibit/ Networking Schedule

#### Thursday, April 30, 2009

|                                       |                 |
|---------------------------------------|-----------------|
| Set-up                                | 6:30am—7:30am   |
| Continental Breakfast with Exhibitors | 7:30am—9:00am   |
| Break with Exhibitors                 | 11:30am—12:15pm |
| Lunch                                 | 12:15pm—1:30pm  |
| Break with Exhibitors                 | 4:00pm—4:30pm   |
| Cocktail Reception & Networking       | 5:45pm—6:45pm   |

#### Friday, May 1, 2009

|                                       |                 |
|---------------------------------------|-----------------|
| Continental Breakfast with Exhibitors | 7:30am—8:45am   |
| Break with Exhibitors                 | 11:30am—12:00pm |
| Breakdown                             | 12:00pm—1:00pm  |
| Lunch                                 | 1:00pm—2:00pm   |

## Advertiser Information

Advertise in the Annual Meeting Program Binder for added exposure to conference attendees.

| <u>Space Size</u> | <u>Ad Size*</u>        | <u>Member</u> | <u>Non-Member</u> |
|-------------------|------------------------|---------------|-------------------|
| 1/4 Page          | 3" x 4"                | \$250.00      | \$375.00          |
| 1/2 Page          | 6 1/2" x 4" or 3" X 9" | \$300.00      | \$450.00          |
| Full Page         | 6 1/2 " x 9"           | \$400.00      | \$600.00          |

\* ALL ADS WILL BE IN BLACK & WHITE Please return this registration form with the advertisement in electronic file on disc

# Sponsor Information

Sponsorships are a great way to promote your company and your support of the home care industry. If you elect to do so, your sponsorship will include the following:

- Your company's name will be verbally recognized during the conference
- A large sign noting your company's name and the item/event you are sponsoring will be in place during the conference or at the specific event
- A list of all registered attendees
- Your company's name, address, phone number and products/services description in the conference binder
- Continental breakfast & complimentary lunch for one on each day of conference unless otherwise noted
- Your company's name recognized in an issue of the Home Care Association's Management Information Bulletin (MIB)
- Free advertising as noted below
- Sponsors for the cocktail reception and Annual Meeting will also have an opportunity to present a five minute overview of their business to the attendees during the conference, will receive a complimentary exhibition booth, will receive complimentary meals for two and company literature will be handed to all attendees.

## Platinum Sponsorship Opportunities—\$5000

### Annual Meeting Co-Sponsor

- ◆ Recognition during conference
- ◆ Company name in conference binder and MIB
- ◆ Signage at Conference
- ◆ Complimentary Exhibit Booth in premier location
- ◆ Access to educational programs for two
- ◆ Complimentary meals for two
- ◆ Company literature included in conference tote bags
- ◆ Free full page ad in conference binder

### Cocktail Reception

- ◆ Recognition during conference
- ◆ Company name in conference binder and MIB
- ◆ Signage at Conference
- ◆ Complimentary Exhibit Booth in premier location
- ◆ Access to educational programs for two
- ◆ Complimentary meals for two
- ◆ Company literature included in conference tote bags
- ◆ Free full page ad in conference binder

## Gold Sponsorship Opportunities—\$2500

### Conference Tote Bags

- ◆ Recognition during conference
- ◆ Company name in conference binder & MIB
- ◆ Signage at Conference
- ◆ Free 1/2 page ad in conference binder

### Conference Binders

- ◆ Recognition during conference
- ◆ Company name in conference binder & MIB
- ◆ Signage at Conference
- ◆ Free 1/2 page ad in conference binder

### Keynote Sponsor— Day 1

- ◆ Recognition during conference
- ◆ Company name in conference binder & MIB
- ◆ Signage at Conference
- ◆ Free 1/2 page ad in conference binder

### Keynote Sponsor— Day 2

- ◆ Recognition during conference
- ◆ Company name in conference binder & MIB
- ◆ Signage at Conference
- ◆ Free 1/2 page ad in conference binder

## Silver Sponsorship Opportunities—\$1500

### Name Badge Holders/ Lanyards

- ◆ Recognition during conference
- ◆ Company Name/Logo on badge or lanyard
- ◆ Company name in conference binder & MIB
- ◆ Signage at Conference

### Breakfast Co-Sponsor

- ◆ Recognition during conference
- ◆ Company Name/ Signage at Breakfast
- ◆ Company name in conference binder & MIB
- ◆ Signage at Conference

## Bronze Sponsorship Opportunities—\$1000

### Table Centerpieces

- ◆ Recognition during conference
- ◆ Company name in conference binder & MIB
- ◆ Signage at Conference

### Afternoon Snack

- ◆ Recognition during conference
- ◆ Company name in conference binder & MIB
- ◆ Signage at Conference



# EXHIBITOR/ SPONSOR/ ADVERTISER REGISTRATION

PLEASE RETURN WITH YOUR PAYMENT

|                     |              |            |
|---------------------|--------------|------------|
| CONTACT NAME: _____ |              |            |
| ORGANIZATION: _____ |              |            |
| ADDRESS: _____      |              |            |
| CITY: _____         | STATE: _____ | ZIP: _____ |
| PHONE: _____        | FAX: _____   |            |
| EMAIL _____         |              |            |

- **IF EXHIBITING**, 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 electrical outlets, or wireless internet access.
- Please return pages 4, 5 and 6 with payment to complete registration. Booth assignments are available upon receipt of complete registration.
- **IF ADVERTISING**, please include your advertisement in an electronic file on disk or submit via email to [jennifer@homecarenj.org](mailto:jennifer@homecarenj.org) no later than April 10, 2009.
- **FOR HOTEL ACCOMMODATIONS** please contact Bally's Atlantic City at 1 (800) 345-7253 Monday thru Friday 9:00am– 5:00pm. Please identify yourself as a Home Care Association of NJ Conference attendee and receive the special room rate of \$115.00 per night. The deadline to receive the special rate is April 15th.

How many people from your company will attend the cocktail reception on day 1? \_\_\_\_\_

Would you like to raffle a prize during lunch on:     Day 1     Day 2     Both Days

## PAYMENT INFORMATION:

Check:                     Check # \_\_\_\_\_                    Amount \_\_\_\_\_

Credit Card:                     Visa                     MasterCard                     American Express

Card # \_\_\_\_\_                    Exp. \_\_\_\_\_

Name (on card) \_\_\_\_\_

Address (on card) \_\_\_\_\_

Signature \_\_\_\_\_



# EXHIBITOR/ SPONSOR/ ADVERTISER REGISTRATION

PLEASE RETURN WITH YOUR PAYMENT

## Exhibitor

Member \$750       Non Member \$1200      \$ \_\_\_\_\_

| <u>Name of Attendees</u> | <u>Day 1 Lunch</u>               |   | <u>Day 2 Lunch</u>               |   | <u>INCLUDED</u> |
|--------------------------|----------------------------------|---|----------------------------------|---|-----------------|
| 1. _____                 | <b>INCLUDED</b>                  |   | <b>INCLUDED</b>                  |   | <b>INCLUDED</b> |
| 2. _____                 | <input type="checkbox"/> \$55.00 | + | <input type="checkbox"/> \$55.00 | = | \$ _____        |
| 3. _____                 | <input type="checkbox"/> \$55.00 | + | <input type="checkbox"/> \$55.00 | = | \$ _____        |
| 4. _____                 | <input type="checkbox"/> \$55.00 | + | <input type="checkbox"/> \$55.00 | = | \$ _____        |

**TOTAL EXHIBITOR COST** \$ \_\_\_\_\_

## Sponsor

### Platinum Sponsorship:

Annual Meeting Co-Sponsor \$5000       Cocktail Reception \$5000

### Gold Sponsorship:

Keynote Speaker– Day 1 \$2500       Conference Tote Bags \$2500  
 Keynote Speaker– Day 2 \$2500       Conference Binders \$2500

### Silver Sponsorship:

Name Badge Holders/ Lanyards \$1500       Breakfast Co-Sponsor \$1500

### Bronze Sponsorship:

Afternoon Snack \$1000       Table Centerpieces \$1000

**TOTAL SPONSORSHIP COST** \$ \_\_\_\_\_

## Advertiser

Quarter Page (3"x4")       Member \$250       Non Member \$375

Half Page (6 1/2"x4" or 3"x9")       Member \$300       Non Member \$450

Full Page (6 1/2"x9")       Member \$400       Non Member \$600

**TOTAL ADVERTISING COST** \$ \_\_\_\_\_

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

# PLEASE RETURN WITH YOUR PAYMENT

Make checks payable to Home Care Association of NJ. Return all forms and payment to Home Care Association of NJ, 485D Route 1 South, Suite 210, Iselin, New Jersey 08830 or fax to (732) 877-1101

## 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: \_\_\_\_\_