



Iowa Health Care Association
Iowa Center for Assisted Living



Invitation to Participate

2009 Convention and Trade Show



September 28 - 30, 2009
Marriott Hotel, Des Moines, Iowa

**TRADE SHOW
INFORMATION**

**SPONSORSHIP
INFORMATION**

**ADVERTISING
INFORMATION**

2009 Convention and Trade Show

Trade Show Rules and Regulations

Trade Show date: Monday, September 28, 2009 (The trade show is one day only)

Goal of the IHCA · ICAL Trade Show

The IHCA · ICAL Trade Show is primarily a relationship-building show. As an exhibitor, you will be most successful if your objectives are compatible with this type of show. There is also a technical aspect to the IHCA · ICAL show. Many attendees will be interested in seeing the latest technology demonstrated for evaluation. Attendees will be eager to learn about your product, meet your sales people, and get information for future references. Post-show follow up will be essential to your success.

Exhibitor Benefits

Guaranteed audience with decision-making authority that will generate genuine leads and sales.

Great opportunity to network, get publicity and check out the competition

Company listed in 2009 Annual Convention and Trade Show Program Book.

Complimentary refreshments and a lunch provided to exhibitors.

IHCA · ICAL Trade Show Attendance

The audience is comprised of over 1,100 buying-powered long-term care professionals from nursing facilities, rehabilitation, senior housing, and assisted living facilities. Attendees include owners, administrators, directors, nurses, social workers, activity professionals, dietary managers, department supervisors, CNAs, therapists, maintenance professionals, and representatives from all other departments. Informal surveys indicate that decision-makers frequently base buying decisions on input from other employees. Treat every attendee as a possible lead. You never know how much influence a support person has on a decision-maker.

Trade Show Exhibitors

Displays represent all aspects of the long term care profession, including suppliers in the following product categories: accounting/legal services, alarms, clothing, textiles and linens, computer hardware and software, food products, supplies and equipment, furniture, housekeeping/maintenance supplies and services, incontinence/skin care products and services, insurance companies, laboratory services, medical equipment and supplies, not-for-profit organizations, pharmacy supplies and services, professional and medical services, therapy services, and transportation.

Convention Theme

The 2009 convention theme is "Today's Challenges – Tomorrow's Victories". Please feel free to incorporate the theme with your booth design to further enhance your tie-in with the IHCA · ICAL.

Traffic Incentives

All exhibitors may conduct door prize drawings at their booths. IHCA · ICAL will not provide names or receptacles for prize drawings. The public address system will be available for exhibitor door prizes; however, IHCA · ICAL will announce door prize winners periodically at their discretion. **IHCA · ICAL will not be responsible for distributing exhibitor door prizes to winners.**

Booth Fees

On or before June 10, 2009

IHCA · ICAL Associate Members:
\$1,000.00 per booth

Non-Members:
\$1,400.00 per booth

After June 10, 2009

IHCA · ICAL Associate Members:
\$1,200.00 per booth

Non-Members:
\$1,600.00 per booth

Associate Members must be in good standing at the time of Convention in order to receive member rates.

Booths will be allocated on a first-come, first-serve basis, and confirmed only when the signed contract and full payment are received in the IHCA · ICAL office. A signed contract must accompany each booth payment. Reservations will be accepted until all space is sold.

Booth Specifications

Each pipe and drape booth is 10' wide x 8' deep.

Each booth includes back and side drapes, identification sign, eight-foot skirted table, two chairs, and a wastebasket.

Exhibits must be constructed so as not to obstruct the general view or the view of adjoining booths.

Exhibitors are responsible for renting additional supplies from Freeman Decorating.

Cancellation/Refund Policy

On or before August 14, 2009, exhibitors will receive a 50% refund. After August 14, 2009, there will be NO REFUND.

Exhibit Location & Hours

The Trade Show will be held on **Monday, September 28, 2009**, in the Des Moines Room Exhibit Hall, Marriott Hotel, 700 Grand Avenue, Des Moines. The IHCA • ICAL Convention will be held September 28 - 30, 2009 at the Des Moines Marriott Hotel.

Set-Up:

Sunday, September 27
5:00 p.m. - Midnight
(Set up must be completed during set up hours only)

Exhibitor Registration:

Sunday, September 27
5:00 p.m. - 7:00 p.m.
Monday, September 28
8:00 a.m. - 8:30 a.m.

Trade Show Hours:

Monday, September 28
9:00 a.m. - 6:00 p.m.

Move Out:

Monday, September 28
6:00 p.m. - 8:00 p.m.

No display may be dismantled before the official closing of the Trade Show at 6:00 p.m., September 28, 2009.

All exhibits must be complete and ready for an inspection by IHCA • ICAL no later than 8:30 a.m. on Monday, September 28, 2009. Exhibit space not occupied by 8:30 a.m. on September 28, 2009 will be forfeited by the Exhibitor, and the space will be resold, reassigned, or used by IHCA • ICAL without refund. **THERE WILL BE NO EXCEPTIONS.** No obstructions shall be placed in any aisle, passageways, lobby, or exits leading to any fire extinguishing appliances.

Contractor Services/Shipping

Freeman Decorating

Attn: Scott Young
2000 Easton Blvd.
Des Moines, IA 50309
(515) 265-5601
(515) 265-3145 FAX

IHCA • ICAL has designated Freeman Decorating as the official convention trade show contractor. Freeman Decorating will provide all show services, other than supervision. The exhibitor shall provide only the material and equipment which he/she owns and is to be used in his/her exhibit booth. All other items used in the booth are to be provided by Freeman Decorating. Freeman Decorating will have complete control of all dock and loading facilities. **Freeman Decorating will receive all direct and advance shipments, handle all freight, and provide all rigging labor and equipment for the Trade Show.** All services not ordered in advance must be procured through the Exhibitor Service Desk located outside the Exhibit Hall. Freeman Decorating **WILL** mail each exhibitor an Exhibitor Preparation Kit outlining their services at least 45 days prior to the trade show.

IMPORTANT

Do not, under any circumstances, ship anything to the IHCA/ICAL office or the Marriott Hotel. IHCA • ICAL and/or the Marriott Hotel will not accept advance shipments.

Exhibitors who ship items in advance to IHCA • ICAL will assume the cost of removal of such shipments from the premise and any cost of returning or storing said items. IHCA • ICAL shall not be responsible for goods that are removed, returned, or stored.

Other Details

Subletting of booths or part of a booth is not permitted. Exhibits, signs, or displays are prohibited in any of the public rooms or elsewhere on the premises of the Marriott Hotel during the Trade Show, without prior approval of IHCA • ICAL and the Marriott Hotel. **NO EXCEPTIONS!**

The use of sound devices, loud speakers, or undignified methods of attracting attention are prohibited. The use of motion picture or controlled sound equipment will be permitted only if permission from IHCA • ICAL has been obtained in writing and all motion picture exhibitions shall be governed by local union regulations.

Regulations, Insurance & Liability

Insurance and liability are the full and sole responsibility of the Exhibitor. The Exhibitor agrees to indemnify, protect, save, and keep IHCA • ICAL, Trade Show Contractor, and Marriott Hotel forever harmless from any demands, claims, liability, costs, and damages arising out of the use and occupancy of the leased space by said Exhibitor, or those holding under the conditions contained in the agreement between the Marriott Hotel, Trade Show Contractor, and IHCA • ICAL. **In the event of loss or damage, said responsibility is solely that of the Exhibitor.**

If the premises are defaced, damaged, or destructed by the Exhibitor, its agents or guests, the Exhibitor will pay the Marriott Hotel for any or all expenses incurred by the damages to its physical property.

Fire Regulations state that only flame retardant materials shall be used in displays.

All the matters and questions not covered by the regulations are subject to the decision of IHCA•ICAL. IHCA•ICAL shall have the sole authority to promulgate, interpret, and enforce all rules and regulations, and to make any amendments to the regulations as shall be necessary for the orderly conduct of the Trade Show.

IHCA•ICAL reserves the right to change Convention and Trade Show dates and sites upon prior written notice to the Exhibitors.

The Exhibitor will hold IHCA•ICAL harmless for any claims resulting in damage to the Marriott Hotel by the Exhibitor or any employee or agent of the Exhibitor.

IHCA • ICAL Contacts

Marcia Hewitt, Trade Show Coordinator
Dave Tomlin, Director of Education & Convention

Iowa Health Care Association
Iowa Center for Assisted Living
6750 Westown Parkway, Ste. 100
West Des Moines, IA 50266
(515) 327-5020 or (800) 422-3106

Sleeping Room Reservations

The room block at the Marriott Hotel is **SOLD OUT**. We have rooms available at the Renaissance Savery Hotel which is connected to the Marriott via skywalk.

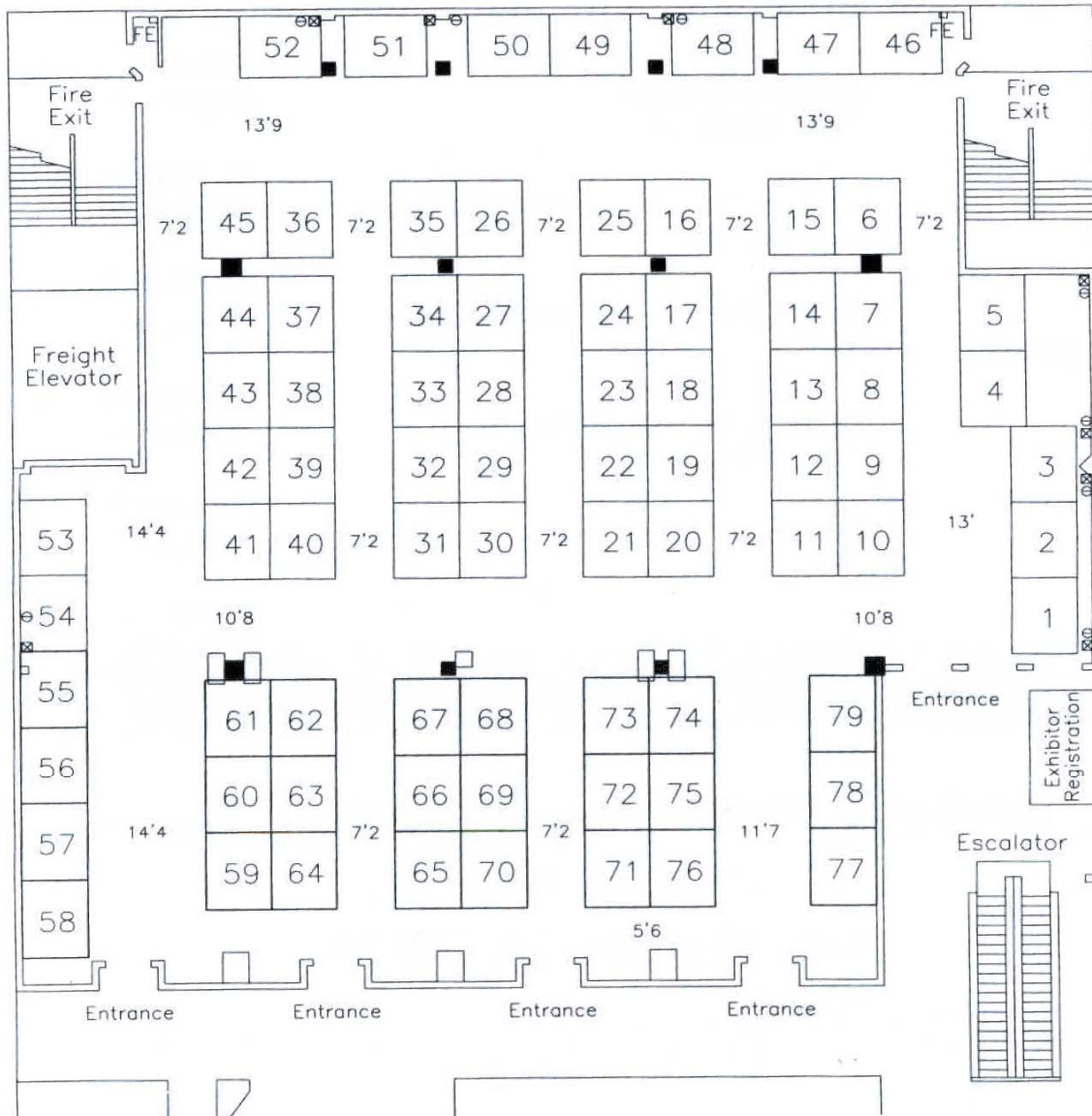
Renaissance Savery Hotel

401 Locust St.
Des Moines, IA
(515) 244-2151

IHCA Convention Room Rate: \$105 single double plus tax.

2009 Convention and Trade Show

Exhibit Hall Floor Plan



**SECURE YOUR BOOTH SPACE EARLY.
OUR TRADE SHOW HAS SOLD OUT THE LAST 5 YEARS.**

Iowa Health Care Association · Iowa Center for Assisted Living

**2009 Annual Convention and Trade Show
TRADE SHOW BOOTH CONTRACT**

Show date: September 28, 2009

We hereby apply for exhibit space in the Iowa Health Care Association · Iowa Center for Assisted Living 2009 Convention Trade Show on September 28, 2009 at the Des Moines Marriott, 700 Grand Avenue, Des Moines, Iowa. We agree to abide by the rules and regulations as set forth in the enclosed Convention Trade Show Rules and Regulations.

Company Name: _____ Address: _____

City, State & Zip: _____

Telephone: _____ Fax: _____ Email: _____

Contact Person: _____ Title: _____

Authorized Signature: _____ Date: _____

The contact person listed above will receive future information, including an exhibitor information kit.

Please describe below the products or services your company will be exhibiting. This information may be used in promotional materials. IHCA · ICAL does its best to locate competing companies apart from each other, so please be specific in your description. IHCA · ICAL will not be responsible for placement near a competitor due to insufficient description information.

Booth Information/Prices:

Exhibit Booths are 10' wide x 8' deep. Booth prices listed below include a draped booth space, one 7" x 44" sign with company name, a skirted table, two chairs, and a wastebasket.

On or before June 10, 2009

IHCA·ICAL Associate Members: \$1,000 per booth
Non-Members: \$1,400 per booth

After June 10, 2009

IHCA·ICAL Associate Members: \$1,200 per booth
Non-Members: \$1,600 per booth

Cancellations/Refund Policy:

On or before August 14, 2009,
exhibitor will receive a 50% refund.

After August 14, 2009, there will be NO REFUND.

Total number of booths: _____

x \$ _____ Appropriate fees

= \$ _____ Total due

Booth Location:

IHCA · ICAL will try to assign booth space as requested. If all your booth choices have already been assigned, IHCA · ICAL reserves the right to assign space as equitably as possible. Company's preference for booth location is as follows:

First Choice: _____ Second Choice: _____ Third Choice: _____ Fourth Choice: _____

Make Checks Payable to:

Iowa Health Care Association
6750 Westown Parkway, Suite 100
West Des Moines, IA 50266
515/327-5020 or 800/422-3106
FAX: 515/327-5019

For IHCA · ICAL Use Only

Date Received: _____ Check #: _____

Amount: \$ _____ Booth Assigned: _____

Accepted by: _____

2008 Convention Trade Show Exhibitors

A-1 Home Healthcare
AAA Midwest Laundry
Accessible Staffing
Advanced Wireless
American Medical Technologies
Amerinet, Inc.
AmSan
Apollo Corporation
Arjo, Inc.
Arkray USA, Inc.
Assisted Living Partners
Assurance Agency, LTD
Ball Construction Services
Bellevue University
BioTech X-ray, Inc.
BKD, LLP
Briggs Corporation
Brighton Consulting Group
Care Initiatives
Carstens
CMA, an IdeaComPartner
Communications Engineering
Company
ConvaTec
Corporate Décor & More
Creative Solutions Unlimited
DiversaCare, LLC
Dynamic Medical Systems, Inc.
E-Health Data Solutions
Eli Lilly
EnduraCare Therapy Management
EZ Way Inc.
First Choice Medical Supply
Gideons International
Graham Construction
Gulf South Medical Supply
Hawkeye Foodservice Distribution
Healthcare Services Group
Heartland Paper Co.
Heartland Pharmacy Services
Hinz Quality Healthcare Products
Horty Elving

HPSI
Iowa Hospice
Iowa LTC Risk Mgmt. Assoc.
KCI
Key Rehabilitation
Kwalu, Inc.
Lee Agency, Inc.
Long Term Medical Supply
LTC Resources, LLC
Martin Brothers Distributing
Martin Health Services
Martin Health Services Pharmacy
McKesson
Merwin LTC Pharmacy
Microbitrol Technologies
Millennium Rehab & Consulting
Miller Architects & Builders
National Association of Health
Care Assistants
Northwest Respiratory Services
Nursing Resources International
OmniCare, Inc.
ONR, Inc.
OPUS Medication Systems
Penner Patient Care, Inc.
Performance Food Group - TPC
PharMerica
Professional Medical
Rehab Choice
RehabVisions
Reinhart Foodservice
ResiDex Software
Rich & Cartmill - Midwest
SCA Personal Care
Scrubs on Wheels
Senior TV
Silverchair Learning Systems
Simply Thick
The College Network
Vetter Health Services
Wells Fargo Insurance Services

Iowa Health Care Association · Iowa Center for Assisted Living

2009 Annual Convention and Trade Show SPONSORSHIP AGREEMENT Convention dates: September 28 – 30, 2009

There are sponsorships available for numerous events and items throughout the convention. Please contact Dave Tomlin, Director of Education and Convention, to discuss available sponsorships.

We hereby agree to become a sponsor of the IHCA · ICAL Convention at the Marriott Hotel in Des Moines, Iowa on September 28 - 30, 2009 *(Please Type or Print)*

Company Name: _____ Address: _____

City, State & Zip: _____

Telephone: _____ Fax: _____ Email: _____

Contact Person: _____ Title: _____

Sponsorship agreement must be completed in full. **PLEASE RETURN THE COMPLETED AGREEMENT WITH FULL PAYMENT.** Please be sure to choose what part of the convention your company would like to sponsor. (See back) Sponsorships will not be confirmed without payment.

IHCA will reserve sponsorships on a first-come, first-serve basis. If the sponsorship you choose is reserved by another company when your contract is received, IHCA will contact you to let you know what sponsorships are still available. You may then choose another sponsorship or opt not to become a sponsor.

Convention Sponsors who donate \$ 1,000 or more will receive a full-page ad in the Convention Program Book and Buyer's Guide. IHCA is authorized to insert an advertisement in the Convention Book and Buyer's Guide as described by the size in this contract. It is mutually understood and agreed that verbal agreement will not be accepted.

THE SPONSORSHIP AGREEMENT AND CAMERA-READY ADVERTISEMENT MUST BE IN THE IHCA OFFICE BY JULY 18, 2009.

Amount of Sponsorship: \$ _____

Make checks payable to:

Iowa Health Care Association, mail to IHCA, 6750 Westown Parkway, Suite 100, West Des Moines, IA, 50266.

Authorized Signature: _____ Date: _____

If you have any questions about this contract, please contact Dave Tomlin, Director of Education and Convention, at IHCA · ICAL at 515/327-5020 or 800/422-3106.

**2009 Annual Convention and Trade Show
SPONSORSHIP OPTIONS**

Convention dates: September 28 – 30, 2009

Company name: _____

Contact: _____

Phone number: _____

Listed below are the various events and items that are available for sponsorship.

Please select your choice and submit with the sponsorship agreement form.

Sponsorship selections are awarded on a first-come, first-serve basis. We will contact you if another company has already taken your selection. You will be able to select another item or event.

2008 Annual Convention Program Book – (\$ 2000.00) (Back cover Ad)	_____
Convention Tote Bags – (\$ 2,000.00)	SOLD
Monday Morning Continental Breakfast – (\$ 1,000.00)	_____
Monday Afternoon Refreshment Break – (\$ 750.00)	_____
Opening Key Note Speaker – Jan McInnis – (\$ 2,000.00)	_____
Monday Trade Show Cocktail Reception (\$2,000.00)	_____
Monday Night Entertainment: Dance Band TBD – (\$ 2,000.00)	_____
Monday Night Party Refreshments – (\$ 750.00)	_____
Tuesday Morning Keynote Speaker – Meagan Johnson – (\$ 2,000.00)	_____
Tuesday Morning Continental Breakfast – (\$ 1,000.00)	_____
Tuesday Afternoon Refreshment Break – (\$ 750.00)	_____
Tuesday Evening Entertainment – Sheltered Reality – (\$1,000.00)	_____
Wednesday Morning Continental Breakfast – (\$ 1,000.00)	_____
Wednesday Mid-Morning Refreshment Break (\$ 500.00)	_____
Awards Luncheon and Program Keynote Speaker Julie Burney – (\$ 2,000.00)	_____

Please return this form with the sponsorship agreement.

Iowa Health Care Association · Iowa Center for Assisted Living

2009 Annual Convention and Trade Show PROGRAM BOOK ADVERTISING CONTRACT

Convention dates: September 28 – 30, 2009

Space is available on a first-come, first-serve basis in the Convention and Trade Show Program Book.

We authorize IHCA · ICAL to insert an advertisement, as described by size and rate on this contract, in the 2009 Convention Program Guide Book. It is understood and agreed that verbal agreements will not be accepted. IHCA · ICAL reserves the right to reject any advertisement. We agree to have our **CAMERA-READY ADVERTISEMENT IN THE IHCA · ICAL OFFICE BY JULY 18, 2009, ACCOMPANIED BY FULL PAYMENT.**

Company Name: _____ Address: _____

City, State & Zip: _____

Telephone: _____ Fax: _____ Email: _____

Contact Person: _____ Title: _____

Authorized Signature: _____ Date: _____

Product/Service to be Advertised: _____

SPECIFICATIONS FOR ARTWORK SUBMITTAL:

Covers:	7 1/2" x 10"
Full Page:	7 1/2" x 10"
1/2 Page:	7 1/2" x 4 3/4"

Camera-Ready photo stat - Clear Black & White needed. Right-reading, emulsion-side down negative needs to be exact size. **(If your advertisement contains any photograph or screen, electronic media will be required.)** Companies that submit advertisements that are not camera-ready will be charged the prevailing advertisement agency rates to prepare the advertisement for publication.

GUIDELINES FOR SUPPLYING ELECTRONIC ARTWORK

Preferred Programs: Adobe Pagemaker, Adobe Illustrator, Adobe InDesign, Adobe Photoshop. We accept most popular programs, including MS Word, MS Publisher, MS Excel, MS Power Point, Coreldraw, etc.

Font Information: Mac – Send in all printer and screen fonts.
Windows – Send in all uncommon fonts.

Color Information: When assigning a color to art or text, please use a Pantone Matching System color. This will work for both process and spot colors.

File Information: You must include **ALL** graphics, including TIFs, JPGs, EPS, and BMP files. We need a **COPY of EVERY** file used in creating the document. *Always keep a copy for your files.*

Submitting Files: We can accept compressed files, ZIP disks (100MB & 250MB), JAZ disks (1GB & 2GB)

ADVERTISEMENT PRICING:

Front inside cover (full page only)	\$ 750.00
Back outside cover (full page only)	\$ 1,000.00
Standard full-page ad:	\$ 450.00
Standard 1/2 page ad:	\$ 300.00

Make Checks Payable and mail to:

Iowa Health Care Association
6750 Westown Parkway, Suite 100
West Des Moines, IA 50266
515/327-5020 or 800/422-3106
FAX: 515/327-5019

Date received: _____ Amount: _____ Check #: _____



6750 Westown Parkway, Suite 100, West Des Moines, IA 50266

(800) 422-3106 or (515) 327-5020