



Iowa Health Care Association
Iowa Center for Assisted Living



INVITATION TO PARTICIPATE

QUALITY...
Oh, the Places
You'll Go!



IHCA ICAL Convention and Tradeshow 2013

Marriott Hotel, Des Moines, Iowa
September 30 – October 2

**TRADE SHOW
INFORMATION**

**SPONSORSHIP
INFORMATION**

**ADVERTISING
INFORMATION**

2013 Convention and Trade Show

Trade Show Rules and Regulations

Trade Show date: Monday, September 30, 2013 (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 2013 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 service 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 2013 convention theme is "QUALITY" Oh the Places You Will Go! (Based on a Dr. Seuss theme) 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. **IHCA ICAL will not be responsible for distributing exhibitor door prizes to winners.**

Booth Fees

On or before June 20, 2013

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

Non-Members:
\$1,600.00 per booth

After June 20, 2013

IHCA ICAL Associate Members:
\$1,400.00 per booth

Non-Members:
\$1,800.00 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 15, 2013, exhibitors will receive a 50% refund. After August 15, 2013, there will be NO REFUND.

Exhibit Location & Hours

The Trade Show will be held on **Monday, September 30, 2013**, in the Des Moines Room Exhibit Hall, Marriott Hotel, 700 Grand Avenue, Des Moines. The IHCA ICAL Convention will be held September 30 – Oct. 2, 2013 at the Des Moines Marriott Hotel.

Set-Up:

Sunday, September 29
5:00 p.m. – 10:00 p.m.

(Set up must be completed during set up hours only)

Exhibitor Registration:

Sunday, September 29
5:00 p.m. - 7:00 p.m.
Monday, September 30
8:00 a.m. - 8:30 a.m.

Trade Show Hours:

Monday, September 30
9:00 a.m. – 6:00 p.m.

Move Out:

Monday, September 30
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 30, 2013.

All exhibits must be complete and ready for an inspection by IHCA ICAL no later than 8:30 a.m. on Monday, September 30, 2013. Exhibit space not occupied by 8:30 a.m. on September 30, 2013 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** e-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.

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.

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 and Convention

Iowa Health Care Association
Iowa Center for Assisted Living
1775 90th St.
West Des Moines, IA 50266
(515) 978-2204 or (800) 422-3106

Sleeping Room Reservations

The room block at the Marriott Hotel is **SOLD OUT**. We have negotiated discounted rooms for convention attendees at the Renaissance Savery Hotel which is connected to the Marriott via skywalk.

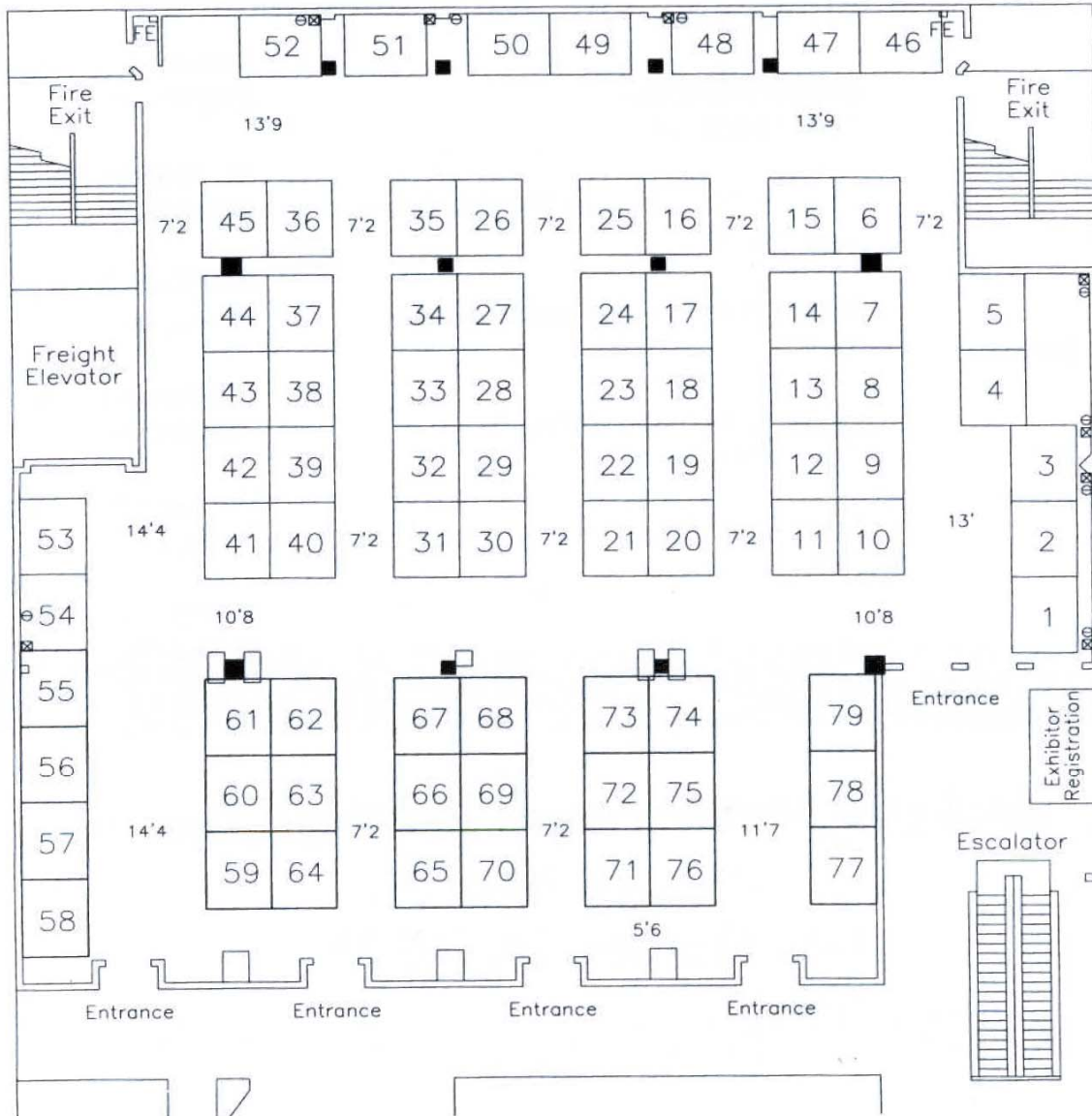
Renaissance Savery Hotel

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

IHCA Convention Room Rate: \$112 single double plus tax.

2013 Convention and Trade Show

Exhibit Hall Floor Plan



**SECURE YOUR BOOTH SPACE EARLY.
OUR TRADE SHOW HAS SOLD OUT THE LAST 9 YEARS.**

Iowa Health Care Association · Iowa Center for Assisted Living

**2013 Annual Convention and Trade Show
TRADE SHOW BOOTH CONTRACT**

Show date: September 30, 2013

We hereby apply for exhibit space in the Iowa Health Care Association and Iowa Center for Assisted Living's Convention and Trade Show on September 30, 2013 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 20, 2013

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

After June 20, 2013

IHCA ICAL Associate Members: \$1,400 per booth
Non-Members: \$1,800 per booth

Cancellations/Refund Policy:

On or before August 15, 2013
exhibitor will receive a 50% refund.

After August 15, 2013, there will be NO REFUNDS.

Total number of booths: _____

x \$ _____ Appropriate fees

= \$ _____ Total due

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
1775 90th St.
West Des Moines, IA 50266
(515) 978-2204 or (800) 422-3106
FAX: (515) 978-2209

For IHCA ICAL Use Only

Date Received: _____ Check #: _____

Amount: \$ _____ Booth Assigned: _____

Accepted by: _____

2012 Convention Trade Show Exhibitors

**A-1 Home Healthcare
Accelerated Care Plus
Advanced Wireless
Communications
American HealthTech
American Medical Technologies
Apollo Corporation
ArjoHuntleigh
Assisted Living Partners
A'viands
Basic American Medical Products
Bellevue University
Brighter Day Health, LLC
Brighton Consulting Group
CapSan
Care Initiatives
Care Initiatives Hospice
CE Solutions
CEC Communications Engineering
Consonus
Creative Solutions Unlimited
Dakota Security Systems
Daves Place
DiversaCare, LLC
E3 Work Therapy Services
e-Health Data Solutions
Encompass
EZ Way
First Quality Products, Inc.
Freedom Outdoor Furniture
Goodwin Tucker Group
Graham Construction
GrapeTree Medical Staffing
Hallmark Rehabilitation
Hawkeye Foodservice Distribution
Healthcare Services Group, Inc.
Heartland Pharmacy
Hinz Quality Healthcare Products
Hoglund Bus Co.
Horty Elving
HPSI
Independent Insurance Services**

**InPro Corporation
Iowa Hospice
Iowa LTC Risk Mgmt. Assoc.
Key Rehabilitation, Inc.
Kwalu
Lee Agency
Long Term Medical Supply
LTC Resources, LLC
Main Healthcare Pharmacy
Martin Brothers Distributing
Martin Health Services
McKesson
Medcare Products, Inc.
Medline Industries
Med-Mizer, Inc.
Merwin Home Medical
Merwin LTC Pharmacy
Millennium Therapy
Miller Architects & Builders
MMIC Group
Northwest Respiratory Services
OmniCare of Urbandale
ONR, Inc.
Penner Patient Care, Inc.
PharMerica
Quality First Insurance
Rashid Pharmacy
RehabCare
RehabVisions
Rx Care Assurance
SCA Personal Care
Select Rehabilitation Services
Seminole Energy Services
Serenity Aquarium & Aviary
Services
Simply Thick
Stanley Healthcare Solutions
The Gideons International
Tri-State Nursing
TrueNorth
United Business Technologies**

Iowa Health Care Association · Iowa Center for Assisted Living

2013 Annual Convention and Trade Show **SPONSORSHIP AGREEMENT**

Convention dates: September 30 – October 2, 2013

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.

SPONSORSHIP RECOGNITION: Sponsoring companies will be recognized in the Convention Program Guide, during the convention general sessions, and on signage that will be displayed in high traffic areas during the convention.

SPECIAL OFFER: Convention sponsors who donate \$ 1,000 or more will receive a complimentary full-page color ad in the 2013 Convention Program Guide.

We hereby agree to become a sponsor of the IHCA ICAL Convention at the Marriott Hotel in Des Moines, Iowa on September 30 – October 2, 2013 *(Please Type or Print)*

Company Name: _____

Address: _____

City, State & Zip: _____

Telephone: _____ Fax: _____ Email: _____

Contact Person: _____ Title: _____

Amount of Sponsorship: \$ _____

PLEASE RETURN THE COMPLETED AGREEMENT WITH FULL PAYMENT. 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.

The Sponsorship agreement is due by July 19, 2013. (If the agreement is received after July 19, 2013 the complimentary ad for \$1,000 and higher sponsors is not guaranteed to be printed in the Convention Program Guide).

Make checks payable to: Iowa Health Care Association, 1775 90th St., 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, IHCA ICAL (800) 422-3106.

Iowa Health Care Association - Iowa Center for Assisted Living

2013 Annual Convention and Trade Show SPONSORSHIP OPTIONS

Convention dates: September 30 – October 1, 2013

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.

SPECIAL OFFER: Convention Sponsors who donate \$ 1,000 or more will receive a complimentary full-page ad in the 2013 Convention Program Guide.

Convention Program Guide – (\$ 2,000) (Back cover Ad)	_____
Convention Program Guide – (\$ 1,500) (Front inside cover Ad)	_____
Convention Souvenir Mugs – (\$2,000)	_____
Monday Morning Continental Breakfast – (\$ 1,000)	_____
Monday Afternoon Refreshment Break – (\$ 750)	_____
Opening Key Note Speaker – Linda Edgecombe – (\$ 1,500)	_____
Monday Trade Show Cocktail Reception (\$2,000)	_____
Monday Night Entertainment: Abby Normal Cover Band – (\$ 2,000)	_____
Monday Night Party Refreshments – (\$ 750)	_____
Tuesday Morning Keynote Speaker – Mark Mayfield – (\$ 1,000)	_____
Tuesday Morning Continental Breakfast – (\$ 1,000)	_____
Tuesday Afternoon Refreshment Break – (\$ 750)	_____
Tuesday Evening Entertainment – Bingo/Scavenger Hunt - (\$2,000)	_____
Wednesday Morning Continental Breakfast – (\$ 1,000)	_____
Wednesday Mid-Morning Refreshment Break (\$ 500)	_____
Awards Luncheon and Program – (\$ 1,000)	_____
Awards Luncheon Speaker: Mark Towers – (\$ 1,000)	_____

Please return this form with the sponsorship agreement

Iowa Health Care Association · Iowa Center for Assisted Living

2013 Annual Convention and Trade Show PROGRAM BOOK ADVERTISING CONTRACT

Convention dates: September 30 – October 2, 2013

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

We authorize IHCA ICAL to insert an advertisement, as described by size and rate on this contract, in the 2013 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 19, 2013 ACCOMPANIED BY FULL PAYMENT. E-mail your ad to dave@iowahealthcare.org**

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:	8" x 10 ¼"
Full Page:	8" x 10 ¼"
½ Page:	8" x 4 ¾"

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 (ART WORK IS DUE BY JULY 20, 2013)

Preferred Artwork Format: Adobe Pagemaker, Adobe Illustrator, Adobe InDesign, Adobe Photoshop.

We accept most popular programs, including MS Word, MS Publisher, MS Excel, MS Power Point

ADVERTISEMENT PRICING:

Front inside cover (Includes Convention Sponsorship)	\$1,500.00
Back outside cover (Includes Convention Sponsorship)	\$2,000.00
Standard full-page ad:	\$500.00
Standard ½ page ad:	\$350.00

Make Checks Payable and mail to:

Iowa Health Care Association
1775 90th St.
West Des Moines, IA 50266
(515) 978-2204 or (800) 422-3106
FAX: (515) 978-2209



1775 90th St., West Des Moines, IA 50266
(800) 422-3106 or (515) 978-2204