

EXHIBITOR PROSPECTUS
2009 Annual Conference & Trade Show
June 24-25
Omni Orlando Resort at ChampionsGate

HCAF

Home Care Association of Florida
RESOURCES, EDUCATION, ADVOCACY

1331 E. Lafayette Street, Suite C
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www.homecareFLA.org

A Non-Profit Association Representing
Florida Licensed Home Care Providers
Formerly AHHIF

REACHING THE FLORIDA HOME CARE COMMUNITY

The following Exhibitor Prospectus offers your company many ways to reach the Florida home care community. Consider exhibiting at our Trade Show, advertising in the conference brochure, or sponsoring a conference event! The Home Care Association of Florida (formerly Associated Home Health Industries of Florida, Inc.) is the trade association for Florida home care, promoting high-quality, cost-effective services. In doing so, HCAF brings together home health agency members with vendors specializing in the latest industry products and services.

INVITATION TO EXHIBIT

The Home Care Association of Florida (HCAF) invites you to display your products and services at our annual Trade Show to be held on June 24th and 25th in Orlando. This Trade Show will be held in conjunction with the Annual Conference, where representatives from home health agencies throughout the state will come to network with colleagues, attend education seminars, and visit exhibit booths. Exhibiting at this conference will be your best opportunity to be placed among the recognized leaders in the highly specialized health care information industry.

Set-Up
June 24th
Between 1:00 PM and 5:00 PM

Tear Down
June 25th at 6:30 PM

**FURTHER DETAILS WILL BE
INCLUDED IN CONFIRMATION**

HCAF Annual Conference Exhibitors receive:

- One 6' Skirted Table and 2 Chairs – Booth Space: 10' x 10' in carpeted ballroom
- One 500 Watt Electrical Outlet, Wastebasket, I.D. Sign
- One complimentary Conference registration with each booth reserved. This person is responsible for registering as an attendee.
- Recognition in the association's newsletter (Booth registration & payment must be received by February 13, 2009)

HOTEL

The 2009 Annual Conference & Trade Show will be held at the Omni Orlando Resort at ChampionsGate (1500 Masters Boulevard, Championsgate, FL 33896). Sleeping rooms can be reserved by calling The Omni Orlando Resort, Central Reservations, at 1-800/843-6664. Reserve your room *before May 18, 2009* to obtain a rate of \$154 Single/Double [remember to mention this event]. All rooms require a one night's deposit, including tax, within 10 days of making the reservation.

ADVERTISING

We would like to offer you an opportunity to advertise in the 2009 Annual Conference & Trade Show brochure. The brochure will be sent to HCAF members, and over 2000 home care providers in Florida. Conference participants will continually refer to the brochure for meeting details, schedule of events, speaker profiles, and workshop / trade show times. **DEADLINE: Submit your camera-ready ad to HCAF before February 13, 2009.**

EXHIBITOR AGREEMENT

1. **ASSIGNMENT OF SPACE:**

Review the EXHIBIT HALL FLOOR PLAN, and indicate your top three preferred locations when reserving your booth online. HCAF will determine exhibitor space assignment. Once space is approved, an exhibit can only be moved with a mutual consent of HCAF and the exhibitor. All displays must be set up at least two hours prior to the official opening of the show, and can only be dismantled during specified timeframe. Space not set up by that time may be reassigned by HCAF. Exhibits may not be larger than the 10' x 10' space allotted to each exhibitor.

2. **CANCELLATION POLICY:**

Notification of cancellation must be received by HCAF in writing on or before May 8, 2009 to receive a refund minus a 30% administrative fee. No cancellation refunds will be made after that date, and all outstanding balances will be due in full.

3. **PROTECTION OF EXHIBIT SPACE:**

Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel or convention hall exhibit area without permission of HCAF and a representative of the hotel. Packing, unpacking, and assembly of exhibits shall be done in designated areas and conform to instructions from HCAF or a hotel representative.

4. **DEFAULT OCCUPANCY:**

An exhibitor who fails to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price, and HCAF shall have the right to use that space.

5. **LIABILITY:**

The exhibitor will make no claim of any kind against HCAF or the Omni Orlando Resort for any loss, damage or destruction of goods, nor for any injury that may occur while participating in the show, nor for any damages of any nature or character whatsoever, unless the injury was caused by the gross negligence of staff of HCAF or the Omni Orlando Resort.

SPONSORSHIP PROGRAM

Our Sponsorship Program is designed to help you and your company seek ways to reinforce your position as a market leader and to help us defray some of our conference costs; i.e., Speaker Fees, Meeting Breaks, Continental Breakfasts, Trade Show Reception, Luncheon Programs, and Printing Costs, etc. Our Sponsorship Program offers you the opportunity to distribute promotional materials to attendees while at the same time creating a positive exposure for your company that reinforces awareness of your products and/or materials.

As a sponsor, you will be highlighted in our Conference brochure and/or in special flyers as part of the conference program materials. Your company name will be mentioned during the particular event you are sponsoring. Sponsors contributing \$5000 or more will receive a complimentary trade show booth in our exhibit hall. Just remember, sponsorship is a win-win partnership!

Sponsorship fees range from \$500 to \$10,000, and the amount your company submits is solely your choice. Just indicate on the Exhibit Order Form the amount you would like to pledge and we will make necessary arrangements for you to receive special recognition during our Conference.

Contact Lee Vecchioli (lvecchioli@homecareFLA.org or 813-926-2786) to discuss sponsorship in more detail.

ASSOCIATE MEMBERSHIP

Associate membership provides a business with numerous benefits, from discounted trade show rates to informative mail outs. HCAF staff will help you reach your target market through the trade shows and advertising opportunities. Associate Members receive a substantial discount on exhibiting and special rates on advertising, in addition to receiving all HCAF publications. An updated list of HCAF Associate Members is featured in the monthly newsletter, Florida Home Care Advocate. The Tallahassee office serves as Headquarters for information, consultation and networking, and calls from members are always welcome. We will help market associate member services to home health agency members through referrals. Furthermore, our Board of Directors will consider proposals from associate members for group benefit program endorsement. Most importantly, by becoming a member, you take an aggressive step. You remain informed of important issues and become an active participant influencing the people who write and interpret state and federal home care regulations. The annual cost for Associate Membership is \$500.

MEMBERSHIP BENEFITS	
ASSOCIATE MEMBERS RECEIVE:	
▪	DISCOUNTS TO EXHIBIT
▪	DISCOUNTS TO ATTEND EDUCATIONAL WORKSHOPS
▪	DISCOUNTS TO ADVERTISE ONLINE AND IN THE NEWSLETTER
▪	ADVERTISING OPPORTUNITIES, INCLUDING HOMEPAGE ROTATING BANNER (FREE WITH MEMBERSHIP)
▪	ACCESS TO ALL HCAF ONLINE, THE PREMIER FLORIDA HOME CARE WEBSITE (INCLUDING PUBLICATIONS, MONTHLY NEWSLETTER)
▪	RECOGNITION IN THE MONTHLY NEWSLETTER
▪	MARKETING REFERRALS
▪	INCLUSION IN CUSTOM SEARCH FOR REFERRALS ONLINE
▪	INFORMATION, CONSULTATION AND NETWORKING OPPORTUNITIES
▪	REPRESENTATION ON THE HCAF BOARD OF DIRECTORS
▪	INVITATIONS TO DISTRICT MEETINGS

TO RESERVE YOUR BOOTH

Visit www.homecareFLA.org – click CALENDAR AT A GLANCE, and scroll to the 2009 Annual Conference & Trade Show, VENDOR, RESERVE YOUR BOOTH!

VENDOR FEE MATRIX		
DESCRIPTION	RATES	
	MEMBER	NON-MEMBER
TRADE SHOW BOOTH	\$900	\$1350
Conference Brochure Full Page Ad	\$600	\$900
Conference Brochure Half Page Ad	\$400	\$600

Non-members are encouraged to join at this time: Associate Membership is \$500 / year. Don't forget, they also get free advertising on the HCAF website, and are included in the popular SEARCH ASSOCIATES BY CODE custom search for referrals. It's easy to join: Go to www.homecareFLA.org and click JOIN HCAF. Once you receive your four-digit HCAF ID#, you can secure your Trade Show Booth at the member rate.