

2010 HCLA/LALA Annual Conference & Exhibition

November 2-3, 2010
Crowne Plaza - Baton Rouge, LA



Your Key to Business Growth & Opportunities in the Home Care & Assisted Living Industries

To succeed and thrive in today's competitive environment, you need to seize every opportunity you can to network with key business prospects and increase their awareness of your company's products and services. That's exactly what the 2010 HCLA/LALA Annual Conference and Exhibition will offer your company – a captive audience of owners and top-level administrators in the home care and assisted living industries who are on the lookout for products and services to make their jobs easier, increase their operating efficiency, and improve quality of care. Don't miss this opportunity to tell these key decision-makers about your company!

EXHIBIT SCHEDULE

Tuesday, November 2nd:

Booth set-up from 11:00 a.m. to 4:30 p.m.

Opening Night Reception with Conference Attendees from 5:30 to 7:00 p.m.

Wednesday, November 3rd:

7:30 to 8:00 a.m. – Breakfast in the exhibit hall

Noon to 1:30 p.m. – Networking Lunch and Door Prize Drawings in exhibit hall

Exhibitor take-down from 1:30 to 3:30 p.m. *Exhibits may not be dismantled before 1:30 p.m., and all exhibits must be removed by 3:30 p.m.*

REGISTRATION DEADLINE

For company listing in the conference handout books, your registration must be received by October 19, 2010.

BOOTH SPECIFICATIONS

Booth space is 8 x 8 feet, defined by 8-foot high drapery in the back of the exhibit and 3-foot high drapery on the sides, with one six-foot table, two chairs and a trashcan. Each booth will be designated by signage with your company name. An information package will be sent to all exhibitors with information regarding shipping, drayage, decorating, signage, furniture, rental displays, etc. Order forms for additional tables/chairs, Internet and electrical hook-ups, etc. will be included in the exhibitor package.

EXHIBITOR FEES

Cost for the 8 x 8-foot booth package is as follows:

HCLA & LALA Vendor Members	\$650.00
Non-Members	\$950.00

Each booth package includes two exhibitor badges (some sponsorships include extra exhibitor badges, see page 2 for details). Additional badges may be purchased for \$75 per person. All attendees/exhibitors must have a conference badge for admission into the exhibit hall and for all conference events.

NOTE: Exhibitors are welcome to attend any of the education programs offered in conjunction with the conference, but CEU certificates and handout books are not included in the exhibitor package. If you have company representatives who would like to attend the conference for continuing education credit and receive a handout book, please see the registration form for applicable fees (a discount will apply to all conference registrations made for representatives of our exhibitor/sponsor companies). Handout materials for breakout sessions will be provided in an electronic format to exhibitors prior to the start of the conference.

Benefits of Exhibiting:

- Company name & contact information in conference handout books with product/service description;
- Company name listed on HCLA and LALA websites;
- All exhibition booths and events (opening night reception & networking lunch) will be in the main ballroom on the first floor of the Crowne Plaza, near meeting rooms;
- Door prize drawings with incentives for attendees to visit each booth;
- A number of exclusive sponsorship options (see page 2 for details);
- List of all attendees sent via email (in Excel) following conference;
- Discounted CEU registrations for your staff members;
- Two days of one-on-one networking with top prospects for your company!



REGISTER ONLINE @ www.laassisted.org/tradeshows.html

SPONSORSHIP OPPORTUNITIES

The HCLA/LALA Annual Conference offers a number of sponsorship opportunities to provide additional marketing exposure for your company. (*Note: sponsorship fees are in addition to the exhibitor/booth fees.*)

Gold Level Sponsor (one available) **\$2,500**

- First choice of booth location
- Full-page ad in handout book
- Company brochure/flier inserted in handout books
- Company name & logo on handout book cover and sponsor page, with detailed company description
- Company name & logo on HCLA & LALA websites
- Special recognition during opening session
- Includes four additional exhibitor badges

Reception Sponsor (two available) **\$1,500**

- Prime booth location
- Company name & logo on handout book cover and sponsor page, with detailed company description
- Company name & logo on HCLA & LALA websites
- Special signage & recognition during reception
- Includes two additional exhibitor badges

Keynote Sponsor (one available) **\$1,500**

- Prime booth location
- Company name & logo on handout book cover and sponsor page, with detailed company description
- Company name & logo on HCLA & LALA websites
- Introduce your company & keynote speaker at opening address
- Includes two additional exhibitor badges

Lunch Sponsor (two available) **\$1,000**

- Prime booth location
- Company name & logo on handout book cover and sponsor page, with detailed company description
- Special signage & recognition during lunch
- Includes one additional exhibitor badge

Breakfast Sponsor (two available) **\$750**

- Prime booth location
- Company name & logo on handout book cover and sponsor page, with detailed company description
- Special signage & recognition during breakfast

Handout Book Sponsor **\$500**

- Full-page ad on back cover of handout book given to conference attendees (one book)
- Company name & logo on handout book cover and sponsor page, with detailed company description **\$750** (both books)
- \$500 for HCLA or LALA handout book, \$750 for both books

Breakout Session Sponsor **\$150**

- Introduce breakout session speaker
- Company name/logo on cover of session handout

CANCELLATIONS & REFUNDS

Cancellation requests must be made in writing and received by HCLA/LALA no later than October 19, 2010. The Associations will retain an administrative fee of 25% of the cost of the booth. There will be no refunds given after October 19, 2010.

HOTEL INFORMATION

A block of rooms has been reserved at the Crowne Plaza for Monday, November 1st through Wednesday, November 3rd. The conference room rate is \$105 per night for single or double occupancy, \$115 for three persons, or \$125 for four persons (plus tax). To take advantage of this discount, please call 800-678-4065 and request the HomeCare Association of Louisiana group rate. You can also make a reservation online at www.crownebaton.com (the group booking code is HAL). All reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through October 12, 2010.

EXHIBITOR GUIDELINES

Exhibitors may supply giveaways and take orders for goods and services only in their designated exhibit spaces. Canvassing or distribution of advertising matter outside the exhibitor's own space will not be allowed. Solicitation of business, except by exhibit firms and conference sponsors, is prohibited. Publicizing and/or hosting any extracurricular activities, hospitality rooms, inducements or demonstrations outside the exhibition area during conference hours is strictly prohibited. Please notify us if there are companies in violation of these policies. The character of exhibits is subject to approval by HCLA and LALA. The Associations reserve the right to refuse applications from organizations not meeting required or accepted standards, as well as the right to curtail exhibits or parts of exhibits that conflict with the character of the conference. This applies to discount offers, display literature, advertising novelties, souvenirs, conduct of persons, etc. Subleasing of exhibit space is prohibited. HCLA and LALA reserve the right to make final determination of booth locations, and assignment is at HCLA/LALA's sole discretion. **Booth assignments will not be finalized until after the October 19th exhibitor registration deadline.**

LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury to any person or property or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel and shall indemnify and hold harmless HCLA and LALA, their agents, employees, officers, directors and members from any and all such losses, damages and claims.

HCLA and LALA will make every effort to protect the exhibit hall by locking the doors at published times; however, the exhibitor has the responsibility to protect its property and to obtain insurance to cover the value of its property. HCLA and LALA cannot guarantee to protect the exhibitors against loss or damage of any kind.

QUESTIONS? NEED MORE INFORMATION?

Call HCLA at 337-231-0080 or LALA at 225-791-5811 or visit our websites @ www.hclanet.org or www.laassisted.org.

2010 EXHIBITOR & SPONSOR REGISTRATION FORM

Company Name _____

Product/Service Description _____

Contact Person _____ Email _____

Address _____ Phone _____

City _____ State _____ ZIP _____ Fax # _____

Website _____ Target Audience(s): Home Care Assisted Living

Exhibitor/Booth Registration Fees:

- Exhibitor/Booth Registration Fee of \$650 (member rate - check one below)
 HCLA Member LALA Member HCLA & LALA Member
- Exhibitor/Booth Registration Fee of \$950 (non-member rate)

Exhibitor/Booth
Registration Fee: \$ _____

The Exhibitor/Booth package includes two exhibitor badges (see below for extra badges included with select sponsorships). Additional badges may be ordered for \$75 each. **PLEASE ATTACH A LIST WITH NAMES & TITLES OF YOUR COMPANY REPRESENTATIVES.**

_____ additional exhibitor badges
@ \$75 each: \$ _____

Sponsorships: (see page 2 for more details)

- Gold Level Sponsor for \$2,500 (includes 4 additional exhibitor badges)
- Reception Sponsor for \$1,500 (includes 2 additional exhibitor badges)
- Keynote Sponsor for \$1,500 (includes 2 additional exhibitor badges)
- Lunch Sponsor for \$1,000 (includes 1 additional exhibitor badge)
- Breakfast Sponsor for \$750
- Handout Book Sponsor for \$500 or \$750
 \$500 for one book (select one) ___ HCLA ___ LALA
 \$750 for both books
- Breakout Session Sponsor ___ (# of sessions) @ \$150 each

Sponsorship Fees: \$ _____

Conference Attendee Registrations:

Exhibitors may attend any of the education programs offered in conjunction with the conference, but CEU certificates and handout books are not included in the exhibitor package. You may register company representatives to attend the full conference for continuing education credit at a discount of 50% of the regular conference attendee registration fee. You will be contacted prior to the conference to provide the information needed to complete the conference registration(s).

_____ conference attendee registrations
@ \$150 each: \$ _____

Exhibitor's Agreement: The undersigned (exhibitor), as duly authorized representative, enters into an agreement with the HomeCare Association of Louisiana and the Louisiana Assisted Living Association (HCLA/LALA) to rent at the above named exhibition. Space will be assigned by HCLA/LALA at its sole discretion and may be changed for the benefit of the exhibition. Exhibitor agrees to abide by official exhibition rules and regulations as stated in this document. The exhibitor agrees to pay for requested space at the time of submission of this application. HCLA/LALA will retain an administrative fee of 25% of the cost of the booth for cancellations made by October 19, 2010. No refunds will be provided for cancellations after October 19, 2010 or for conference no-shows.

I have read and understand the exhibitor guidelines. My company and all representatives will abide by these guidelines during the conference and exhibition.

Signature _____ Date _____

TOTAL ENCLOSED: \$ _____

**SUBMIT THIS FORM WITH
YOUR PAYMENT TO:**

LALA
PO Box 1231
Denham Springs, LA 70727

(please make checks payable to LALA)

REGISTER ONLINE @ www.laassisted.org/tradeshow.html