

2015 Exhibitor Prospectus

THCA/TNCAL

Convention & Trade Show



August 30 - Sept 2, 2015
Music City Center
Nashville, Tennessee

 **THCA** TENNESSEE HEALTH CARE ASSOCIATION

 **TNCAL** TENNESSEE CENTER FOR ASSISTED LIVING

AN ORGANIZATION OF  **THCA**

Attendee Demographics & Benefits

Join Us!

The THCA/TNCAL Convention & Trade Show is the largest gathering of Tenn. long-term care professionals in the industry. Abundant education, exciting networking events and a large variety of industry suppliers will attract more than 800 long-term care professionals to the Music City Center in Nashville on Aug 30-Sept 2, 2015.

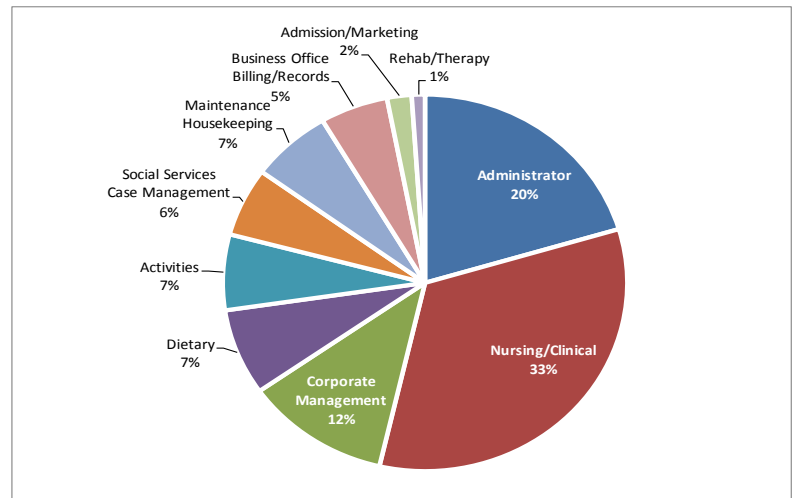
Don't miss this one-of-a-kind, unequalled opportunity to meet face-to-face with key decision makers in the industry. Learn more about your customers' needs while showcasing your products, building brand awareness and collecting new leads.

The THCA/TNCAL Convention & Trade Show offers many avenues to get the word out about your products or services, and will maximize opportunities to enhance your company's visibility to our members. Don't miss out! Submit your completed exhibit contract and reserve your space today.

Hope to see you there!
Julie Threet, Trade Show manager
Phone: 615-834-6520, ext 106
Email: jthreet@thca.org

Attendee Profile

65% of attendees are profiled as a key decision-maker (Administrator, Nursing, Corporate/Management). Exhibitors will gain exposure to an audience with the ability to purchase products and services.



Why Exhibit?

- Connect** with key decision makers
- Demonstrate** your product
- Interact** face-to-face
- Build** brand awareness
- Generate** new sales leads
- Broaden** your product's reach
- Strengthen** existing customer relationships
- Meet** potential customers
- Network** with your peers
- Introduce** new products and services
- Observe** trends & competition
- Entertain** loyal customers
- Collect** leads
- Educate** prospects
- Conduct** market research

Connect

The THCA/TNCAL Convention & Trade Show attracts professionals from licensed long-term care and assisted care living facilities with the desire to invest in their careers and the industry.

More than 73% of THCA/TNCAL exhibiting companies return the following year to exhibit.

Exhibiting is an excellent marketing tool—bringing a large group of potential customers to you.

Product Interest & Past Exhibitors

Product lines of interest

Accounting & Reimbursement
Apparel
Ambulance Services
Background Checks
Dental/Eye Care
Design/Remodel
Banking & Financial Services
Billing Services
Food Service/Nutrition
Furnishings & Interior Design
Group Purchasing

Hospice Care/Home Health Care
Housekeeping Products & Equipment
Insurance Products & Services
Legal Services
Linens & Textiles
Consulting Services
Medical Supplies, Equipment & Services
Marketing/Communications
Mental Health Services
Nursing Home Management
Pharmacy Services/Pharmaceuticals

Quality Management Tools
Rehabilitation/Therapy Services
Safety & Security Products/Services
Staffing Solutions
Technology/Software
Training/Educational Resources
Transportation
Wound Care
X-ray Services

Join this impressive list of past THCA exhibitors

3M Health Care
Abbott Nutrition
Accelerated Care Plus
Accurate Healthcare, Inc.
Active Healing Solutions - KCI
Adcom Senior Systems, LLC
Advanced Lifeline Respiratory Services
Advanced Tissue
Advanced Wireless Communications
Aegis Therapies
Airgas Mid-America, Inc.
Alder & Cox, Inc.
Allen & O'Hara, Inc.
AlterG
Amedisys Hospice
American Data
American Health Associates, Inc.
American HealthTech, Inc.
American Medical Technologies
American of Martinsville
Amerigroup
Amerinet-HRS
AmPharm, Inc.
ARKRAY USA, Inc.
AseraCare Hospice
Aufderworld Corporation
Avalon Hospice
Avanir Pharmaceuticals
Baker, Donelson, Bearman, Caldwell & Berkowitz, P.C.
Basic American Medical Products
Bed-Check
Behavioral Healthcare Centers
Best Bath Systems
Beyond This Day
Biocodex USA
Bio-tech Systems of Tennessee
Biowaste, LLC
Blue Sky Therapy
Broda Seating
Bulk TV & Internet
Calmoseptine
CareNow Services, LLC
CarePro Solutions
CareTracker by Resource Systems
Caris Healthcare
Carstens
Celayix Software, Inc.
Chambliss, Bahner & Stophel, P.C.
Chattanooga, a DJO Global Brand
CISCOR
Classic Design Aviaries
Claxton Dietetic Solutions
Clinical Laboratory Service
Clinical Resources, LLC
Coloplast
COMS Interactive
Concorde Career Colleges
ConvaTec
Covidien
Crossroads Hospice of Tennessee
D&D Medical Supplies
DaRT Chart Systems, LLC
Data Facts, Inc.
David Storm & Associates
Decosimo
DermaRite Industries
Diamond State Bus Company
DietMaster Systems, Inc.
Direct Supply
Don Ingram & Associates
East Tennessee Mobile Diagnostics
Ecolab, Inc.

Ecoroq of Arkansas
ElderScript
Elements Software, LLC
EmCo Consulting, Inc.
EMJ Construction
Emergency Mobile Health Care
Encompass Group, LLC
EnduraCare Therapy Management
eSWALLOW
Evergreen Rehabilitation
Excel Staffing Service, Inc.
EZ Way, Inc.
Felder Services
Fidelity Bank
First Call Ambulance
First Choice Medical Supply
First Quality Products, Inc.
FordHarrison
Functional Pathways
Future Medical, Inc.
Gamma HealthCare, Inc.
Genesis Rehab Services
Gideons International
GOJO Industries
Goldenrod Dairies & Flav-O-Rich
Gordon Food Service
Gorrie Regan & Associates, Inc.
Go-To Healthcare Placement
Grove Medical
Harbor Linen
HARTMANN-CONCO, Inc.
Healthcare for Life
Healthcare Services Group, Inc.
HealthMEDX, Inc.
Healthpoint Biotherapeutics
HealthPRO Rehabilitation
HealthStream
HealthWare Consulting Services
Heritage Healthcare
Hill-Rom, Inc.
Hiscall
Holsag Canada
HomeFree, Inc.
HPS
HPSI Purchasing Services
iActionHR, Inc.
Icemakers, Inc.
Interface Architectural Signage
Innovatix, LLC
Insurance Benefits Associates
Intelligent Therapy Staffing, Inc.
Interactive Health Network
Invacare Continuing Care
I-SENS, Inc.
Isokinetics, Inc.
It's Never 2 Late
Jobe, Hastings & Associates
Joerns Healthcare, Inc.
Jones Dairy Farm
Just Medical, Inc.
Keane Care, Inc.
Key Rehabilitation
Kwalu
Lee Medical, Inc.
LG CNS
LG Electronics
Liberty Nat'l Life Worksite Advantage
Life Systems
LifeGas, Inc.
Lifeguard Ambulance of TN
Lilly USA
Links Medical Products, Inc.
LTC Business Insurance, LLC

M&M Marketing Group, Inc.
Management and Network Services
Management Solutions
Marquis Mobile Dental Services
Matheney, Stees & Associates, P.C.
McFarland Pharmacy & Apothecary
McKee Foods Corporation
McKesson
McNair, McLemore, Middlebrooks & Co.
MDI Achieve
MDS Director by Resource Systems
Medical Nutrition USA, Inc.
Medline Industries, Inc.
Med-Mizer, Inc.
MedPro Associates
Merck
Mercury Supply Company, Inc.
Middle Tennessee Pharmacy Services
Mid-South Bus Center
MMDS Mobile X-Ray
MMS - A Medical Supply Company
Mobile Images, LLC
MobiluxUSA
Mountain Fresh Hospitality Services
My InnerView
NAPA HealthCare Connection, LLC
National Datacare Corporation
National Healthcare Services
Navigator Group Purchasing, Inc.
Neace Lukens Insurance & Risk
Nestle HealthCare Nutrition, Inc.
NimbusEMR
Nipro Diagnostics
NOA/Flexsteel
Novaerus
Novartis Pharmaceuticals Corporation
Novo Nordisk
NuScriptRX
Nutrition Plus
O'Dell Equipment Company
Olde School Textiles & Furnishings
Omnicare, Inc.
OneCare Dental Solutions, LLC
On-SIGHT Senior Care
Palatium Care LLC
Pancoast Benefits
Paradigm Health Services
Paragon Rehabilitation, Inc.
Penner Patient Care, Inc.
Performance Food Service
PharMerica
Phoenix Respiratory Services
Pivot Assist, LLC
Point Click Care
PointRF Solutions, LLC
Posey Company
Prime Care Technologies
Procter & Gamble
Professional Disposables International
Professional Medical Supply, Inc.
Provider Health Services
ProviderTrust, Inc.
Qsource
Quadrisciser Corporation
Quality Care Concepts
Quality Mobile X-Ray Services
Radiographics, Inc.
Ragland & Associates
Rane Bathing Systems
Recover Care
Reeves-Sain Extended Care
Rehab Optima ROX
Rehab Solutions, Inc.

RehabCare
Reingruber & Associates, Inc.
Reinhart Foodservice
Reliant Rehabilitation
Relias Learning
REM Company, Inc.
Resource Systems
RF Technologies, Inc.
Richards & Richards Office Records
Royal Cup Coffee
Rural Metro Ambulance
S&D Coffee, Inc.
SA Swallowing Services, PLLC
Sage Products, Inc.
Sanofi-aventis
SATO America, Inc.
SCA Personal Care, Inc.
Scrubs on Wheels
Select Medical Rehabilitation Services
Select Rehabilitation, Inc.
Seneca Medical, Inc.
Senior TV
ServarusRM
Shannon Sales - Specialty Floors
Shoes for Crews
Silvercare Solutions
Simple LTC
Simply Thick, LLC
Skil-Care Corporation
SmartLinx Solutions
Smithers Merchant Builders, LP
SMT Health Systems
Soigne Health Care Management
Sol Therm Energy, LLC
Solaris Health Network
Span-America Medical Systems, Inc.
Special Care Management
Speech & Swallowing Specialists
SSI Group, Inc.
Stahls' Hotronix
Stanley Healthcare Solutions
Star Satellite
Strativa Pharmaceuticals
SunDance Rehabilitation Corporation
SYMED Behavioral Health
SYSCO
Syscom Technologies
Team TSI
TekTone Sound & Signal Manufacturing
Tennessee End of Life Partnership
TN Quality Homecare & Hospice
The Compliance Store
The Eden Alternative
The Oliver Group
Therapy Management Corp.
TIS Insurance Services, Inc.
TN Academy of Physician Assistants
TN Depart of Veterans Affairs
Tri-Med Pharmacy Services, LLC
Turenne PharMedCo, Inc.
Tycon Express
Ultimate Rehab, Ltd.
United Healthcare Community Plan
US Foods
Verathon Medical
Verble Estate Preservation & Advisors
Vikus Corporation
Vista Points Special Needs Trusts
Vohra Wound Physicians
Volunteer Survey
Waddell & Reed Financial Advisors
WeCare Products, LLC
WoundRounds

Booth Information (per 10' by 10' booth)

THCA associate members

- ◆ Booth Package \$800
- ◆ Booth Package WITH CARPET \$900

Corner: Add \$50

Premium Space: Add \$75 per 10'x10' booth
See areas circled in red on floorplan.

Game/Grand Prize space: Add \$100

Ticket spaces are available to Members only—see spaces on floor plan shaded in **TURQUOISE** (Game Ticket space) or **GOLD** (Grand Prize Ticket space). Attendees visit these booths to have their game tickets signed or stamped to be eligible for numerous prizes from THCA/TNCAL.

Associate Members receive \$75 discount on each additional booth space.

Non-members (Save \$350 on your booth by joining THCA as an Associate Member! See page 7 for membership information.)

- ◆ Booth Package \$1,150
- ◆ Booth Package WITH CARPET \$1,250

Corner: Add \$50

Premium Space: Add \$75 per 10'x10' booth
See areas circled in red on floorplan.

Join THCA as an Associate Member and save \$350 on your booth plus many other valuable yearlong benefits to help connect you with the Tennessee long-term care market! See page 7 for a listing of member benefits.

Each booth package includes:

- ◆ 8' high draped backdrop curtain, 3' high draped side walls, two folding chairs, exhibitor ID sign, wastebasket, 6'x 30" draped table.
- ◆ Exhibitor directory with company contact information in summer issue of *Perspective* magazine (Exhibit contract with payment must be received by June 5, 2015 to be included in directory).
- ◆ Complimentary listing in Convention program & THCA/TNCAL web site.
- ◆ Free admittance to educational seminars at the Convention for four booth personnel, space permitting (Additional badges can be purchased for \$75 each)
- ◆ Post show attendee roster to include name, title, facility, address, phone, fax

PACKAGES WITH CARPET include the above PLUS 9'x10' **standard** carpet at a discounted rate. Rate applies only with submission of exhibit contract. Carpet color to be selected at a later date.

Full payment must accompany contract unless signed on-site at the 2014 Trade Show. Contracts signed at the 2014 Trade Show must be paid in full by March 31, 2015, in order to secure space. If assigned space is not paid in full by this date, it may be reassigned to another exhibitor at the option of THCA.

Tentative trade show schedule

Sunday, Aug. 30th

Exhibitor registration and move-in 11:00 am – 7:00 pm

Monday, Aug. 31st

Exhibitor update 9:45 am
Executive show hours 10:30 am – 12:30 pm
 Exhibit hall closed 12:30 – 2:00 pm
Trade show open to all 2:00 – 4:00 pm

Tuesday, Sept. 1st

Trade show open to all 9:30 – 11:30 am
 Exhibitor move out 11:30 am – 4:30 pm



* **Executive hours are exclusive to owners, corporate personnel, administrators and directors of nursing.**

Floorplan

THCA/TNCAL TRADE SHOW
 AUGUST 31—SEPTEMBER 1
 MUSIC CITY CENTER, EXHIBIT HALL A2



PREMIUM SPACES in **QUAD/TRIPLE** areas are circled in **RED**. Spaces within the Quad or Triple groups allow for enhanced visibility and are more open to traffic. Each 10'x10' Premium space is available for an additional \$75.

GAME TICKET SPACES are shaded in **TURQUOISE** on the floor plan. Attendees visit these booths to have their Trade Show game tickets signed to be eligible for some fabulous prizes from THCA/TNCAL. Game ticket booth spaces are available to THCA Associate Members for an additional \$100.

Four **Grand Prize Ticket Spaces** are shaded in **GOLD** on the floor plan. Attendees will visit these booths to have the Grand Prize tickets stamped. Available to THCA Associate member exhibitors for an additional \$100.

Convention Sponsorships

Enhance your visibility and ensure that you are taking full advantage of every chance to market, promote and position your company for success in the long-term care marketplace by becoming a sponsor. Sponsorships available to THCA Associate Members only.

For information about sponsorship availability, contact Julie Threet at jthreet@thca.org /615-834-6520.

PLATINUM LEVEL

\$10,000—\$15,000

- One night/one room stay at the host hotel
- Half page, color advertisement in the summer issue (pre-show) and a company profile in the fall issue (post-show) of *Perspective Magazine*
- Four (4) complimentary tickets to the Annual Awards luncheon
- Quarter page, color ad in the program with option to purchase 1/2 page
- Company logo in the Convention program & Convention page of THCA/TNCAL website
- Company literature in attendee packets
- Sponsor acknowledgement sign at sponsored event
- Special sponsor ribbons for company staff badges
- Company logo periodically displayed on media slides during Awards luncheon, Keynote and Closing Sessions
- Pre and Post Convention attendee roster

DIAMOND LEVEL

\$6,000—\$9,999

- Three (3) complimentary tickets to the Annual Awards luncheon
- Quarter page, color ad in the program
- Company logo in the Convention program & Convention page of THCA/TNCAL website
- Company profile in the fall issue (post-show) of *Perspective Magazine*
- Company literature in attendee packets
- Sponsor acknowledgement sign at sponsored event
- Special sponsor ribbons for company staff badges
- Company logo periodically displayed on media slides during Awards luncheon, Keynote and Closing Sessions
- Pre and Post Convention attendee roster

PRIMARY LEVEL

\$3,000—\$5,999

- Two (2) complimentary tickets to the Annual Awards luncheon
- Company literature in attendee packets
- Company logo in the Convention program & Convention page of THCA/TNCAL website
- Sponsor acknowledgement sign at sponsored event
- Special sponsor ribbons for company staff badges
- Company logo periodically displayed on media slides during Awards luncheon, Keynote and Closing Sessions
- Company profile in the fall issue (post-show) of *Perspective Magazine*
- Post Convention attendee roster

MAJOR LEVEL

\$1,000—\$2,999

- One (1) complimentary ticket to the Annual Awards luncheon
- Company literature in attendee packets
- Company logo in the Convention program & Convention page of THCA/TNCAL website
- Sponsor acknowledgement sign at sponsored event
- Special sponsor ribbons for company staff badges
- Company logo periodically displayed on media slides during Gala, Keynote and Closing Sessions
- Company profile in the fall issue (post-show) of *Perspective Magazine*

KEY LEVEL

\$500-\$999

- Sponsor acknowledgement sign at sponsored event
- Special sponsor ribbons for company staff badges
- Company logo periodically displayed on media slides during Awards luncheon, Keynote and Closing Sessions
- Company logo in the Convention program & Convention page of THCA/TNCAL website
- Company profile in the fall issue (post-show) of *Perspective Magazine*

Convention Sponsorships

Awards luncheon.....\$20,000
Unique benefit: 5 minute address to audience; two night hotel stay at host hotel

Keynote Speaker.....\$15,000
Unique benefit: Three-minute address to audience and introduction of speaker

Tuesday Night Reception.....\$15,000
Or three co-sponsors at \$5,000 each

Closing Session Speaker.....\$6,000
Unique benefit: Introduction of speaker

Attendee Badge Holders.....\$5,000
Unique benefit: Company logo on badge holders; high visibility

Closing Session Refreshment.....\$3,000

Board of Directors/Caregiver Breakfast.....\$3,000
Unique benefit: Three-minute address to audience

Convention Program.....\$3,000
Unique benefit: Full-page color ad in program

Convention Tote Bags.....\$3,000
(Qty: 3) Unique benefit: Logo on tote bag—attendees pick up bags from your booth

Awards Luncheon Centerpieces.....\$1,500
Unique benefit: Company logo on centerpieces placed on each luncheon table.

Trade Show Aisle Signs.....\$2,000
Unique benefit: Company logo on hanging aisle signs

Refreshment break in exhibit hall.....\$2,500
Signage with company logo on catering tables

Charging Kiosk.....\$1,500
Unique benefit: Company logo or media presentation on kiosk media screen (Qty: 2)

Session Handout Printing Station.....\$1,000
Unique benefit: Company logo printed on station

Seated Massage in Trade Show.....\$500
(Qty: 3)

Convention Schedule Boards.....\$500
(Qty: 2) Unique benefit: Company logo on schedule board; near high traffic area

Water Station in exhibit hall.....\$500
(Qty: 4)

Associate Membership



THCA created the Associate Membership Program for businesses that provide products and services to the long-term care industry and share a genuine interest with THCA/TNCAL in furthering the quality of long-term care. Associate membership is designed to keep you informed of industry happenings, to improve communications and networking between vendors and member facilities and to provide a channel for building business relationships. Associate membership in THCA/TNCAL is a wise business investment that offers many measurable returns.

MEMBER BENEFITS

- ◆ A standard company listing in the Buyer's Guide section of the *THCA/TNCAL Membership Handbook*, which is organized by product or service, updated annually and distributed to all member facilities in March;
- ◆ Your company listing posted by business category to the ONLINE Buyer's Guide on the THCA/TNCAL web site;
- ◆ A printed or electronic copy of THCA member facilities, including administrator contact information;
- ◆ New members receive a company listing on the "welcome member" page in *Perspective*, THCA/TNCAL quarterly magazine;
- ◆ A complimentary subscription to *Perspective* magazine;
- ◆ A complimentary subscription to *Associates Monthly*, an e-newsletter specifically published to keep Associate members informed of critical long-term care issues;
- ◆ A complimentary subscription to *Week In Review*, an electronic summary of articles related to long-term care;
- ◆ Discounted rates for booth space at the THCA/TNCAL annual Trade Show;
- ◆ Member discounts to THCA/TNCAL educational seminars and events;
- ◆ First option for advertising and sponsorship opportunities.



THCA Associate Membership dues for 2015 are \$500. Membership renews on a calendar year basis and is effective January 1—December 31, 2015. Dues are not refundable. Payments for membership must be received by December 1, 2014 for your company listing to be included in the 2015 Membership Handbook.

Reserve your 2015 THCA/TNCAL exhibit space today and join us at the Music City Center in Nashville!



Founded in 1947, the Tennessee Health Care Association (THCA) is dedicated to maintaining the high standards of licensed long-term care facilities through education, advocacy and leadership. THCA develops programs that advance care quality and strives to improve the public's understanding of long-term care's role in the health care system. In 2009, THCA launched the Tennessee Center for Assisted Living (TNCAL), a separate organization under the THCA umbrella that is dedicated to the interests of Tennessee's assisted care living facilities. THCA/TNCAL has roughly 250 members—including nonprofit, privately owned and government-operated facilities—with a total of approximately 28,000 patients.



P.O. Box 440548, Nashville, TN 37244-0548 • 2809 Foster Avenue, Nashville, TN 37210
(615) 834-6520 • Fax: (615) 834-2502 • www.thca.org