THCA/TNCAL Convention & Trade Show
2019 EXHIBITOR PROSPECTUS

JULY 31 - AUGUST 2, 2019
Music City Center
NASHVILLE, Tenn.
The THCA/TNCAL Convention & Trade Show brings together more than 600 long-term care leaders from across Tennessee to enjoy high quality education, networking with peers and exploring cutting-edge supplies and services provided by more than 170 exhibiting companies. We invite you to exhibit with us and learn more about your customers’ needs while showcasing your products, building brand awareness and collecting new leads.

WHO ATTENDS?

60% of attendees are profiled as a KEY decision-maker (administrator, owner, nursing, RN, corporate management, director of nursing)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Role</th>
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<tbody>
<tr>
<td>60%</td>
<td>Administrator/Owner/RN/Corporate/Director of Nursing</td>
</tr>
<tr>
<td>11%</td>
<td>Clinical (LPN, MDS, CNA)</td>
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<tr>
<td>8%</td>
<td>Activities Directors</td>
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<tr>
<td>7%</td>
<td>Dietary Managers</td>
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<tr>
<td>5%</td>
<td>Social Services</td>
</tr>
<tr>
<td>4%</td>
<td>Maintenance &amp; Housekeeping</td>
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<tr>
<td>2%</td>
<td>Office/HR &amp; Medical Records</td>
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<tr>
<td>2%</td>
<td>Marketing &amp; Bus. Dev.</td>
</tr>
<tr>
<td>1%</td>
<td>Rehab/Therapy</td>
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Large and small exhibiting companies have equal access to prospective customers providing valuable opportunities for marketing. Exhibiting offers numerous promotional benefits to ENHANCE visibility and position your business as a LEADER in the industry.

BENEFITS of Exhibiting

- **Broaden** your product’s reach
- **Strengthen** relationships with existing customers
- **Discover** more potential customers in two days than in a month of sales calls
- **Network** with your peers
- **Introduce** new products
- **Stay ahead** of the competition
- **Learn** about current trends and developments
- **Collect** quality leads
- **Interact** face-to-face

**Exhibiting** with THCA/TNCAL is a COST-EFFECTIVE way to meet and interact with potential and current customers without the time and expense of scheduling and travelling to them.

70% OF LAST YEAR’S EXHIBITORS RETURNED TO EXHIBIT IN 2018
EXHIBIT INFO

THCA Associate members
Booth package— $825 per 10ft. x 10 ft. (Add'l booths $750 each)
*Carpet: Add $175 per 10’x10’ booth
Corner: Add $50 per booth
Premium space: Add $100 per booth
Game Ticket space: Add $100
Grand Prize Ticket space: Add $150

Non-members
Booth package— $1,175 per 10ft. x 10 ft.
*Carpet: $175 additional per booth
Corner: Add $50
Premium space: Add $100

Standard carpet is offered at discounted rate of $175 per booth. Rate only applies if carpet is selected on exhibit contract. Carpet color to be selected at a later date.

PAYMENT SCHEDULE: Full payment must accompany contract unless signed on site at the 2018 Trade Show. Contracts signed at the 2018 Trade Show do not require a deposit, however, booth must be paid in full by March 31, 2019, 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.

What’s included in my booth package?
- 8’ high draped backdrop curtain, 3’ high draped side walls, two folding chairs, exhibitor ID sign, wastebasket, 6’x 30” draped table.
- FOUR (4) complimentary exhibitor badges per 10’x10’ booth providing access to all education. Additional badges can be purchased for $75 each for additional company employees.
- * Exhibitor listing in Convention brochure and included in exhibitor directory published in the summer issue of Perspective magazine (pre-Convention).
- * Exhibitor listing in onsite Convention program.
- Company name included on list of exhibitors posted on the THCA/TNCAL website.
* Subject to print deadlines

Tentative trade show schedule

**WEDNESDAY, JULY 31ST**
Exhibitor registration & move-in
11:00 am - 7:00 pm

**THURSDAY, AUGUST 1ST**
Exhibitor update
9:45 am
* Executive show hours
10:30 am - 12:30 pm
Exhibit hall closed
12:30 - 4:30 pm
Reception in Exhibit Hall
5:00 – 6:30 pm
for all

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

**FRIDAY, AUGUST 2ND**
Trade show open to all
9:30 – 11:30 am
Exhibitor move out
11:30 am - 4:00 pm
At the 2018 Convention & Trade Show:
Pick your booth space and complete an exhibit contract at exhibitor registration near entrance to exhibit hall A2 or the main lounge of the Trade Show after registration closes. No deposit required, full payment due by March 31, 2019.

Email, fax or mail a completed exhibit contract with payment to THCA:
Email: jthreet@thca.org   Fax: (615) 834-2502   Mail: THCA, P.O. Box 440548, Nashville, TN 37244-0548

Questions? Julie Threet at 615-346-7106, jthreet@thca.org
Meg Collins at 615-346-7108, mcollins@thca.org
Take advantage of **ADDITIONAL PROMOTION** by **SPONSORING** Maximize exposure, demonstrate support, generate buzz and drive attendees to your booth with a Convention sponsorship. We offer numerous opportunities at a variety of levels to help your company **STAND OUT** above the rest. Below is a listing of sponsorships with their key benefit. *Available to THCA Associate members*

**DIAMOND LEVEL**  $10,000 each

**KEYNOTE SPEAKER:** This exclusive sponsorship allows you to give a 5-minute address to the audience and introduce the keynote speaker at the opening session. This is the perfect opportunity to reach a large group of LTC professionals all in one place with your message. High visibility!

**AWARDS LUNCHEON:** Align your company with this memorable event that honors deserving individuals, groups and facilities for exceptional service to the industry. You will receive a 5-minute address to the audience.

**EMERALD LEVEL**  $5,000 each

**CLOSING SESSION SPEAKER:** THCA will give a brief introduction of your company. Great recognition to a crowd of key attendees.

**ATTENDEE BADGE HOLDERS:** Your company logo in the hands of every attendee! High visibility and repeat branding!

**THURSDAY EVENING RECEPTION IN TRADE SHOW** *(Shared sponsorship—5 available)*: Everyone is invited to a reception in the Trade Show before heading out for dinner. Sponsor benefits include handing out drink tickets and announcing winners of the cash prizes provided by THCA.

**RUBY LEVEL**  $3,000 each

**CLOSING SESSION REFRESHMENTS:** Greet attendees as they enter the final general session of Convention. Great exposure to a large group of attendees all in one place.

**CONVENTION PROGRAM:** This publication is given to each attendee onsite and will be used over and over throughout Convention. Sponsor receives a full-page, color ad in the Convention Program.

**CONVENTION TOTE BAGS** *(Shared sponsorship—3 available)*: Your logo included on tote bags. Attendees are directed to booths of tote bag sponsors to pick up bags. A valuable keepsake that attendees will carry with them long after Convention.

**SAPPHIRE LEVEL**  $2,500 each

**TRADE SHOW AISLE SIGNS:** Your enlarged logo on each aisle sign in exhibit hall. Great visibility!

**TNCL RECEPTION:** Exclusive sponsorship allowing your company reps to network with assisted living staff at a reception exclusively for TNCL members and board of directors.

**AWARDS LUNCHEON CENTERPIECES:** Your company name or logo imprinted on centerpieces placed at each luncheon table.

**REFRESHMENT BREAK IN EXHIBIT HALL:** Your company will be recognized via signage near refreshment table and announcement for a morning or afternoon break. Repeat exposure in a high traffic area.

**AMETHYST LEVEL**  $1,500 each

**SESSION HANDOUT PRINTING STATION:** Your logo printed on a handout printing station located near attendee registration.

**CONVENTION SCHEDULE BOARDS** *(1 available)*: Your logo on one set of large Convention schedule boards that will be viewed over and over again by attendees.

**REFRESHMENTS AT ATTENDEE REGISTRATION:** Your company recognized through signage near refreshment table in a high traffic area. High visibility!

**3-HOUR BREAKOUT SESSION** *(Multiple available)*: Exclusive! Includes your company name printed in the Convention program next to sponsored class and acknowledgement in opening remarks on site.

**TOPAZ LEVEL**  $500 each

**BREAKOUT SESSION** *(Multiple available)*: Exclusive! Includes your company name printed in the Convention program next to sponsored class and acknowledgement in opening remarks on site.

**SEATED MASSAGE** *(Shared sponsorship—4 available)*: Your company can help attendees relax with a seated massage. Sponsor recognition via signage and announcement in one of the most popular areas of the Trade Show.

**WATER STATION** *(2 available)*: Help keep attendees hydrated throughout Convention. Your logo included near a water station in exhibit hall and recognized via announcement.
ASSOCIATE MEMBERSHIP offers year-long benefits to promote your company, build business relationships, and keep you informed of the industry.

Member benefits include:

- Member rate to exhibit ($350 less than a non-member).
- A standard company listing in the Buyer’s Guide section of the THCA/TNCAL Membership Handbook, which is distributed to all member facilities in March (Subject to production deadlines).
- A company listing posted by business category to the online Vendor’s Finder section of the THCA/TNCAL web site.
- An electronic copy of THCA/TNCAL member facilities, including administrator contact information. Updated spreadsheets emailed upon request.
- A complimentary subscription to Perspective magazine, THCA’s quarterly publication.
- A company listing on the “Welcome Member” page in an issue of 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 e-newsletter, a weekly compilation of news-related industry articles.
- Member discounts to THCA/TNCAL educational seminars and events.
- First option for advertising and sponsorship opportunities.

THCA created the Associate Membership program for businesses providing products and services to the long-term care industry. Associate membership is designed to keep you informed of industry happenings, improve communications and networking between vendors and member facilities, and to provide a channel for building business relationships. Associate members are an integral part of the long-term care community and we value your support and participation.

THCA Associate Membership dues for 2019 are $500 per calendar year. Membership dues are non-refundable.

Apply online at www.thca.org or complete the appropriate field on your exhibit contract.

ADVERTISING

Gain REPEAT exposure and build your brand BEFORE and AFTER Convention in Perspective magazine!

Perspective magazine is one of THCA’s principle tools for reporting information to members. Each quarterly publication is distributed to more than 1,100 THCA/TNCAL members.

Based on our April 2018 survey, 57% of Perspective readers either purchase a product advertised in Perspective or save an advertisement for future reference.

Perspective gives its advertisers direct, targeted access to more than three-quarters of the nursing homes in Tennessee along with a growing number of assisted care living facilities. Perspective readers include facility administrators, corporate management personnel and department heads. Perspective attracts the long-term care industry’s core professionals and provides an outstanding environment to deliver your advertising message and build your organization’s brand.

REPEAT advertising is the key to building BRAND AWARENESS—reserve your ad space today in all 4 issues.

Contact THCA for pricing and material specifications.
2019 THCA/TNCAL Convention & Trade Show

JULY 31—AUGUST 2

Music City Center, Nashville Tenn.

About THCA/TNCAL

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 300 facility members—including nonprofit, privately owned and government-operated facilities—with a total of approximately 29,000 patients.

P.O. Box 440548, Nashville, TN 37244-0548 • 5120 Virginia Way, Suite A21, Brentwood, TN 37027

Phone: (615) 834-6520 • Fax: (615) 834-2502 • www.thca.org

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