

Exhibitor Prospectus



2023

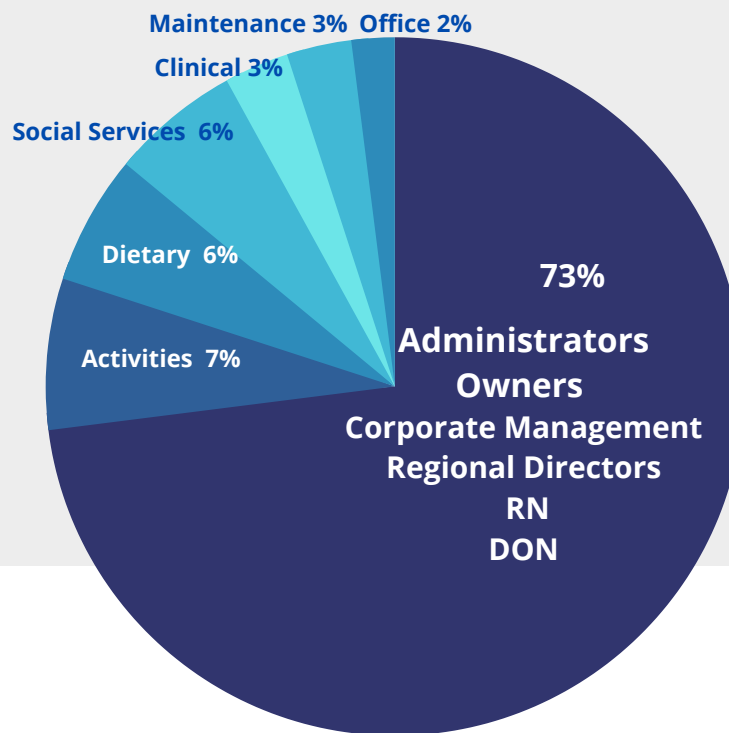


THCA

TENNESSEE HEALTH
CARE ASSOCIATION

THCA ANNUAL CONVENTION & TRADE SHOW
AUGUST 16-18, 2023
MUSIC CITY CENTER

THCA/TNCAL ATTENDEE PROFILE



JOIN US IN 2023

The THCA/TNCAL Convention & Trade Show brings together more than 500 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 180 exhibiting companies. We invite you to exhibit with us and learn more about your customers' needs while showcasing your products, building brand awareness, visiting with current customers and collecting new leads.

Who Should Exhibit

Companies that offer innovative products and services to the long-term care industry such as:

- Clinical and healthcare consulting
- Clothing & Textiles
- Food Service Management
- Financial Services
- Furnishings
- Information Systems/Services
- Insurance
- Pharmaceuticals
- Specialized Training
- Therapy Services
- Telecom & Security Services
- Other Products & Services utilized by skilled nursing and assisted living facilities

Why Exhibit

01

Showcase and Introduce new products and/or services

02

Strengthen relationships with existing customers through face-to-face interactions

03

Discover new customers in the long-term care industry

04

Network with peers and stay up-to-date on current trends and developments within the long-term care industry



Booth Fee Includes:

- 10' x 10' booth
- 8'high draped backdrop curtain, 3' draped side walls
- (1) 6' x 30" draped table
- (2) folding chairs
- (1) wastebasket
- (1) exhibitor ID sign
- (4) complimentary exhibitor badges per 10x10 booth
- Company listing in convention brochure and program (*provided contract submitted prior to publication deadlines*)
- Full company profile in the exhibitor directory published in the summer issue of Perspective magazine (Pre-Convention)
- Mobile App listing
- Pre- and Post-Attendee list: Emailed spreadsheet will include name, facility, title, address, phone, fax (excludes emails)

Trade Show Schedule (tentative)

| | | |
|-----------------------------|--|---------------------|
| Wednesday, August 16 | Exhibitor Registration & Move-In | 11:00 AM - 7:00 PM |
| Thursday, August 17 | Exhibitor Update | 9:45 AM |
| | Executive Show Hours*** | 10:30 AM - 12:30 PM |
| | Cocktail Reception in Exhibit Hall For All | 4:15 PM - 5:45 PM |
| Friday, August 18 | Trade Show Open to All | 9:30 AM - 11:30 AM |
| | Lunch Served in Exhibit Hall | 11:30 AM - 12:30 PM |
| | Exhibitor Move Out | 12:30 PM - 4:30 PM |

***Executive show hours are exclusively for facility owners, corporate personnel, administrators and directors of nursing.

Booth Pricing

THCA Associate Members – Discounted Fee

- **INLINE BOOTH PACKAGE:** \$900
(\$75 discount on more than one booth)

THCA Non-Members – Regular Fee

- **INLINE BOOTH PACKAGE:** \$1,300

Booth Upgrades/Traffic Builders

- Corner** • Add \$50 per booth
- Premium Location** • Add \$150 per booth (shaded in red on floorplan)
- Game Ticket Space** • Add \$100 per booth (shaded in blue on floorplan)
- Grand Prize Ticket Space** • Add \$150 per booth (shaded in gold on floorplan)
- Discounted Carpet Rate** • Add \$175 per booth

Discounted Carpet: THCA/TNCAL offers standard carpet at a discounted rate to exhibitors. Colors to be selected prior to show dates.

Associate Membership



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.

Become a Member

Benefits Include:

- Discounted member rate to exhibit (\$400 less than a non-member)
- Standard company listing in the Buyer's Guide section of the annual Membership Handbook (provided application is received by 12/31/22)
- Company listing in online Vendor Finder of the THCA website
- Electronic copy of THCA/TNCAL member facilities, including administrator contact information (Excludes emails)
- Subscription to Perspective magazine, THCA's quarterly publication
- Company listing on the "Welcome Member" page in an issue of Perspective magazine
- Subscription to Associates Monthly, an e-newsletter to keep Associate members informed of critical long-term care issues
- Subscription to Week In Review e-newsletter, a weekly compilation of news related industry articles
- First option for advertising and sponsorship opportunities



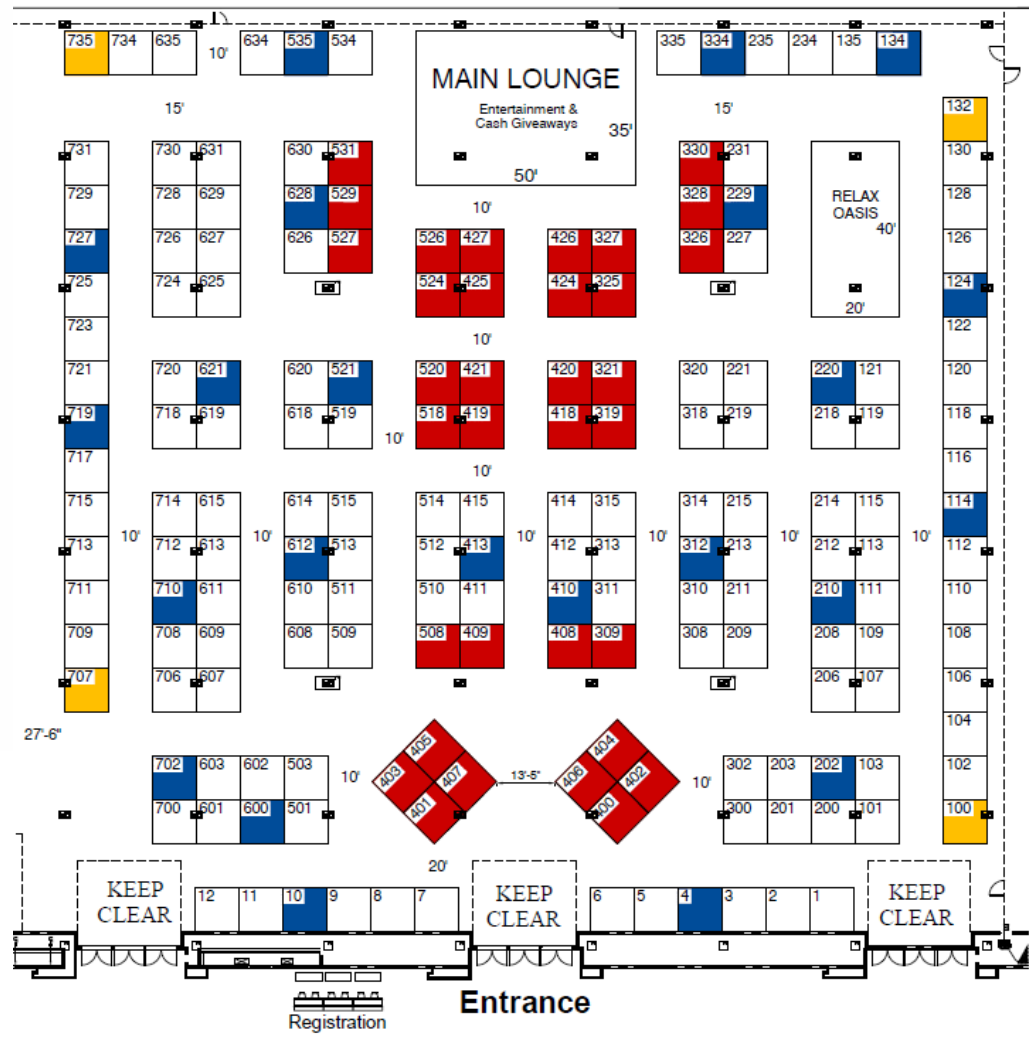
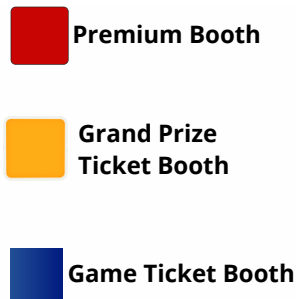
THCA Associate Membership dues for 2023 are \$525 per calendar year



Apply online www.thca.org or select on exhibitor contract

Floorplan

- THCA/TNCAL TRADE SHOW, AUGUST 17-18, 2023
- SET-UP ON AUGUST 16
- MUSIC CITY CENTER, NASHVILLE, TN
- After September 15, visit <http://floorplan.thca.org/2023/> to view available booth space



How to Reserve Exhibit Space



At the 2022 Convention & Trade Show

Pick your booth space and complete a contract at exhibitor registration or in the main lounge during Trade Show hours. No deposit required. Full payment due by March 31, 2023.



After September 15, visit <http://floorplan.thca.org/2023>

View available spaces and complete the online booth reservation form



Email: mthompson@thca.org

Fax: 615.834.2502 or

Mail: THCA, P.O. BOX 440548, Nashville, TN 37244-0548

a completed exhibit contract with payment to THCA

Questions?

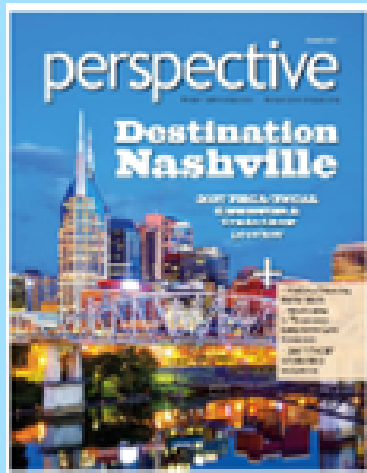
Marla Thompson, 615.346.7115,
mthompson@thca.org

or

Meg Collins, 615.346.7108,
mcollins@thca.org

Advertising Opportunities

Build Your Brand before, during, and after convention

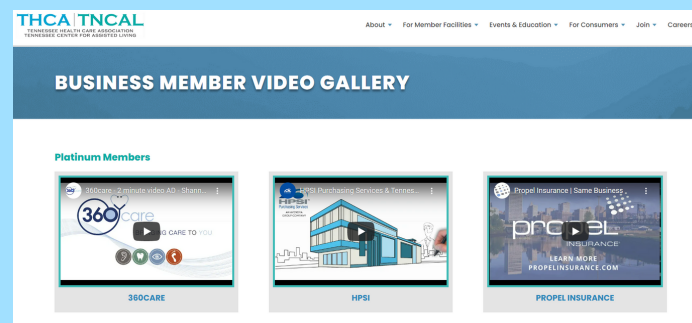


Perspective Magazine

- Quarterly printed publication distributed to more than 1,200 key long-term care professionals in Tennessee
- Full Color Ads – half and full page sizes available
- Based on 2022 Affiliate Member survey, 92% of department managers read the magazine cover to cover, save ads for future reference and make purchases based on products advertised

Online Video Gallery

- Available to Associate members only
- Videos can be up to two minutes in length



Convention Sponsorships

\$10,000 LEVEL

- Keynote speaker
- Customize a sponsorship package

\$5,000-\$9,999 LEVEL

- Opening Session Speaker
- Closing Session Speaker
- Attendee Badge Holders
- Trade Show Reception

\$3,000 - \$4,999 LEVEL

- Friday Buffet Lunch
- Convention Brochure
- Convention Program
- Convention Tote Bags
- Board of Directors Pre-Convention Dinner

\$2,000 - \$2,999 LEVEL

- Trade Show Aisle Signs
- TNCAL Luncheon
- Refreshment Break in Exhibit Hall

\$1,000- \$1,999 LEVEL

- Cup/Coffee Sleeve Sponsor
- Mobile App Sponsor
- Session Handout Printing Station
- Convention Schedule Boards
- Refreshments - Attendee Registration
- Seated Massage



| <h1>Convention Sponsorship Levels & Benefits</h1> | Any combination of Convention sponsorships totaling \$10,000 and above | Any combination of Convention sponsorships totaling \$5,000–\$9,999 | Any combination of Convention sponsorships totaling \$3,000–\$4,999 | Any combination of Convention sponsorships totaling \$2,000–\$2,999 | Any combination of Convention sponsorships totaling \$1,000–\$1,999 |
|--|--|--|---|---|---|
| Host Hotel One room, one night stay at the host hotel. | | | | | |
| E-Blast (Pre-Convention) Logo with a link to your web site included in one e-blast to THCA/TNCAL members, administrators and corporate personnel. | | | | | |
| Association Press E-Newsletter (Pre-Convention) Your company spotlighted in one pre-Convention issue of Association Press e-newsletter sent to all THCA/TNCAL member administrators and corporate personnel. | | | | | |
| Convention Program Advertising Half page, color ad in the Convention program. Subject to production deadlines. | | | | | |
| Perspective Magazine Sponsor Page (Pre-Convention) Your logo, sized by sponsor level, included on a sponsor page in the summer issue. | | | | | Text Only |
| Convention Program Sponsor Directory Your company information & logo published in directory of sponsor companies. | | | | | Text Only |
| Website Your logo, sized by sponsor level, on Convention page of THCA/TNCAL website. | | | | | Text Only |
| Perspective magazine (Post-Convention) Company profile with product description and logo in the fall issue. | | | | | |
| Announcement/Signage Recognition through announcements and/or signage at sponsored event. | | | | | |
| Main Event Recognition Company logo, sized by sponsor level, periodically displayed on large media screens during the Keynote and Closing Sessions. Sponsor ribbons for staff badges | | | | | |
| Recognition in official THCA Convention app | Exhibit/Sponsor profile to include description, logo, external link to website, external link to sales rep email, internal link to floorplan | Exhibit/Sponsor profile to include description, logo, external link to website, external link to sales rep email | Exhibit/Sponsor profile to include logo, external link to website, external link to sales rep email | Exhibit/Sponsor profile to include logo, external link to sales rep email | Exhibit/Sponsor profile to include logo |

Exhibitor Additional Information

Convention Mobile App

A list of exhibitors, sponsors, and speakers along with a full schedule are available to help you connect with attendees.

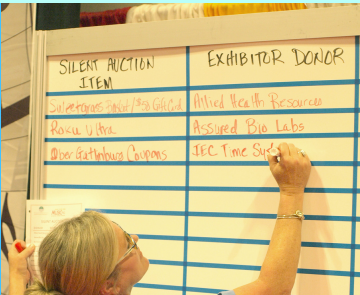


Two forms of lead retrieval are available. One option through the convention mobile app and one through name badge scans.

Lead Retrieval

Prizes & Prize Announcements

Prize boards will be available in the exhibit hall for exhibitors to list the names of winners. Exhibitors are responsible for communicating with the winners directly.



Each confirmed exhibitor will be emailed a list of conference attendees in an Excel format. (Excludes email addresses)

Pre- and Post-Conference Attendee Lists

Hotel Reservations

THCA will notify exhibitors of the special room rate in late spring.



Each booth receives four complimentary badges. Additional badges can be purchased for \$100 each.

Name Badges

Join Us

2023 THCA/TNCAL Convention & Trade Show

August 16 - 18

Music City Center, Nashville, TN

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 serves 94% of Tennessee's skilled nursing facilities and over 100 assisted care living facilities.



Address

P.O. BOX 440548, Nashville, TN 37244-0548

5120 Virginia Way, Suite A21, Brentwood, TN 37027

Mailing Address

Office Address



Telephone

615.834.6520



Fax

615.834.2502



Website

www.thca.org



Tennessee Health Care Association/Tennessee Center for Assisted Living



@thcatncal



thcatncal

Social