



THCA|TNCAL

TENNESSEE HEALTH CARE ASSOCIATION
TENNESSEE CENTER FOR ASSISTED LIVING

EXHIBITOR PROSPECTUS

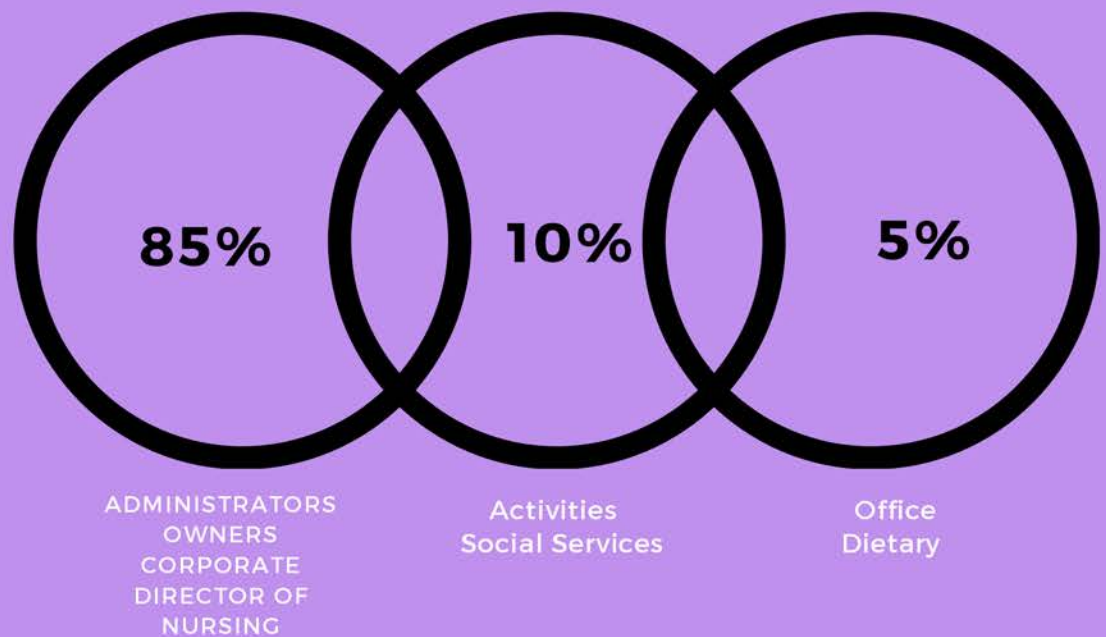
**THCA|TNCAL ANNUAL
CONVENTION & TRADE SHOW
AUGUST 26-28, 2026
MUSIC CITY CENTER**

2026

THCA.ORG



THCAITNCAL ATTENDEE PROFILE



JOIN US IN 2026

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 an issue of Perspective magazine
- Mobile App listing
- Pre- and Post-Attendee list



Trade Show Schedule (tentative)

Wednesday, August 26

Exhibitor Registration & Move-In 8:00 AM - 4:00 PM

Exhibit Hall 4:00 PM - 6:30 PM

Opening Welcome Cocktail Reception in the exhibit hall

Thursday, August 27

Trade Show Open to All 10:00 AM - 1:00 PM

Lunch Served in Exhibit Hall 11:00 AM - 12:30 PM

Exhibitor Move Out 1:00PM - 6:00 PM

Booth Pricing

THCA Associate Members - Discounted Fee

- **INLINE BOOTH PACKAGE: \$975**
(\$100 discount on more than one booth)

THCA Non-Members - Regular Fee

- **INLINE BOOTH PACKAGE: \$1,700**

Booth Upgrades/Traffic Builders

Corner

- Add \$50 per booth

Premium Location

- Add \$150 per booth (outlined in red on floorplan)

Game Ticket Space

- Add \$100 per booth (shaded in purple on floorplan)

Grand Prize Ticket Space

- Add \$150 per booth (shaded in gold on floorplan)

Discounted Carpet Rate

- Add \$200 per booth

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

Floorplan



Premium Booth

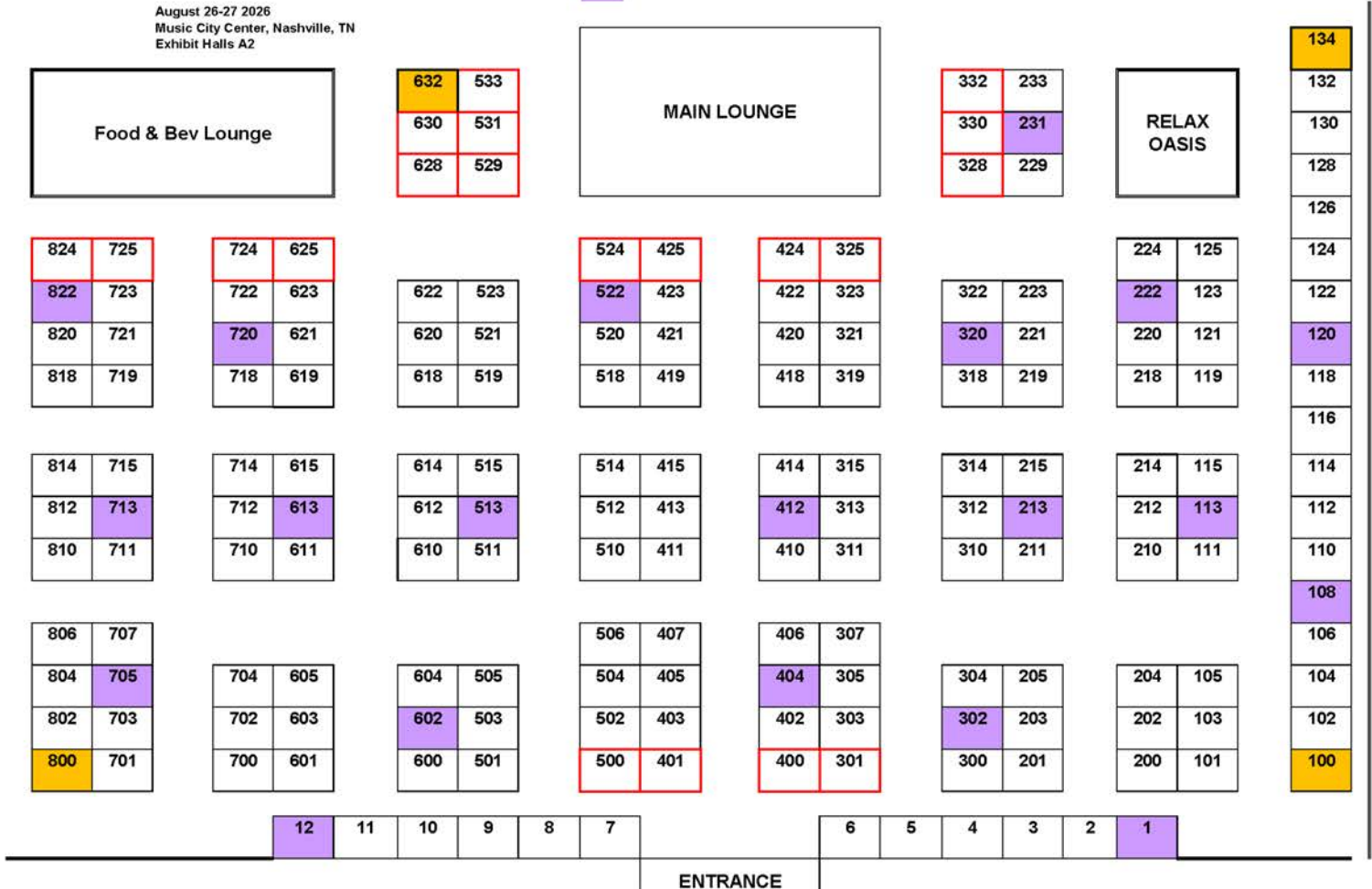


Grand Prize Ticket Booth



Game Ticket Booth

August 26-27 2026
Music City Center, Nashville, TN
Exhibit Halls A2



**THCA/TNCAL
TRADE SHOW,
AUGUST 26-
28, 2026**

**SET-UP ON
AUGUST 26**

**MUSIC CITY
CENTER,
NASHVILLE, TN**

Questions?

Marla Thompson, 615.346.7115

How to Reserve Exhibit Space



visit <https://2026floorplan.thca.org/>
View available spaces and complete the
online booth reservation form

No deposit required. Full payment due
by March 31, 2026.



Email: mthompson@thca.org

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 (\$725 less than a non-member)
- Company listing in online Buyer's Guide/ Business Member Directory of the THCA website
- Electronic copy of THCA/TNCAL member facilities, including administrator contact information
- Subscription to Perspective magazine, THCA's bi-annual 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 2026 are \$600 per calendar year**

☒ **Apply online thca.org**

Become an Annual Corporate Partner

Annual Sponsorship partners participate in all of THCA's major vendor programs throughout the year and receive special recognition, including a corporate sponsors only event at the annual trade show and convention.



SPONSORSHIP LEVELS



PLATINUM SPONSOR

PLATINUM

\$7,600

MINIMUM COMMITMENT LEVEL

GOLD SPONSOR

GOLD

\$4,100

MINIMUM COMMITMENT LEVEL

Convention Sponsorships

A great way to show your support of the association



Customize your own package!



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

Opening Session Speaker
Closing Session Speaker
Attendee Badge Holders
Board of Directors Pre-Convention Dinner



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

Convention Brochure
Convention Program
Convention Tote Bags



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

Trade Show Aisle Signs
Mobile Event App
TNCAL Luncheon
Refreshment Break in Exhibit Hall



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

Cup/Coffee Sleeve Sponsor
Convention Schedule Boards
Seated Massage
Entertainment Sponsor






































New Opportunities

Drink Tickets at Mixer
Ribbon Wall

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Contact Marla Thompson
615.346.7115 or
mthompson@thca.org
for a customized package

Convention Sponsorship Levels & Benefits

	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.					
Convention Program Sponsor Directory Your company information & logo published in directory of sponsor companies.					
Website Your logo, sized by sponsor level, on Convention page of THCA/TNCAL website.					
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 MTS badge tracking.

Lead Retrieval

Prizes & Prize Announcements

Prize boards will be available in the exhibit hall for exhibitors to list the names of winners.



Each confirmed exhibitor will be emailed a list of conference attendees in an Excel format.

Pre- and Post-Conference Attendee Lists

Hotel Reservations

THCA will notify exhibitors of the special room rate in June.



Each booth receives four complimentary badges. Additional badges can be purchased for \$200 each.

Name Badges

Join Us

2026 THCA/TNCAL Convention & Trade Show

August 26 - 28

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 140 assisted care living facilities.



Address

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

Mailing Address

5120 Virginia Way, Suite A21, Brentwood, TN 37027

Office Address



Telephone

615.834.6520



Fax

615.834.2502



Website

thca.org



Social

Tennessee Health Care Association/Tennessee Center for Assisted Living



@thcatncal



thcatncal